

Creating virtual customer experiences for wildlife conservation

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<p>Protecting endangered animal species and plants is important for maintaining the ecological balance on the earth. Conserving wildlife and natural habitat encourage ecological stability and balance in the world. Balanced ecosystem supports clean air to breathe, diverse marine life, healthy water and arable land for agricultural production. Failure of the ecosystem causes massive effects on people's health as well. Wildlife conservation started from over hundreds of years ago and has been made more visible by many organizations. However, world's wildlife has still decreased by half in less than a generation. Because of that it is crucial to innovate and develop new ways to protect wildlife and utilize the technology with it.</p> <p>This product-oriented thesis presents the idea of how virtual technology can be connected to wildlife conservation. The aim is to enhance the customer experience which takes wildlife conservation involvement to another level. Research was conducted by utilizing theoretical framework and the findings from benchmarking different organizations' customer experience. The benchmarking process was done in order to get an overview of existing organizations, their operational environment and customer experience.</p> <p>The main objective of this thesis is to highlight the use of technology in wildlife conservation in a way to enhance customer engagement and experience. The product of this thesis includes the concept of a VR game, marketing plan and brand activation launching event. This thesis is conducted without commissioner due the resource constraints caused by Covid-19.</p>	
Keywords Customer experience, virtual reality, wildlife conservation, brand activation.	

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1 Introduction

Wildlife conservation is the practise to protect animal species, their habitats and plants. It has been said by corporate leaders, celebrities and high-profile conservationists that capitalism is the key to our ecological future and sustainability, and marketing, fundraising campaigns and online initiatives urge people to support the vision and re-regulations of the environment. According to WWF (WWF 2020), the population of many species has seen declined 68% since 1970 and we already have lost some species to extinction due to overpopulation, deforestation, consumer culture, climate change, animal exploitation, and many other harming sources all because of mankind. We are close to lose tigers, Sumatran elephants and rhinos, and orangutan for extinction just in a matter of time. It is estimated that today's loss of species is between 1 000 and 10 000 times than that of the natural extinction rate. (The Bridge Chronicle 2020 & WWF 2020.)

This is the reason why nature need us to act now since when it's gone, it is forever. While organizations have fought for wildlife conservation many decades and done amazing job to protect and save species from extinction like grey wolf and humpback whale, we need to find new, innovative and advanced ways to support the work and be part of helping to save the world. It is time to attract new generations and the purpose of this thesis is to present new product idea for that.

1.1 The aim and structure of this thesis

The aim of this product-based thesis is to bring wildlife conservation to another level exploiting the use of virtual reality technologies. Virtual reality can improve the overall customer's experience making it more entertaining, engaging and very interactive. The benefit of this thesis is to provide opportunities to improve the overall wildlife conservation to enhance the customer experience and results of their work. This would be useful for both NPOs and virtual technology companies who wants to take next step of being innovative and change the course of saving the world.

To create better customer experiences in the wildlife conservation, the theoretical framework will present the customer experience in general and its' elements as well as the customer experience both in wildlife conservation and in virtual reality. Next part after theoretical framework is presenting the benchmarking process to support product-based thesis. To have a better insight of how other non-profit organizations have exploit the VR technology in their customer experience, 5 different organizations will be benchmarked.

Chapter 5 support the idea of product creation. At the end of benchmarking the results will be analysed.

Chapter 6 present how thesis and product was created with a timeframe and in chapter 7 the product itself will be presented. The aim of the product is to combine the wildlife conservation and VR technology enhancing the conservation results and improve the overall customer experience in it. The product features in general will be introduced supported by the marketing plan and brand activation which is the chosen method to market the product. The product is designed to present in launch event in which customer experience 4 elements of entertainment, escapist, educational and esthetic will be experienced. At the end of the thesis, author will discuss of the thesis process, learning outcomes.

2 Customer experiences

The interactions a customer has with a company and its products creates customer experience and the overall experience reflects how the customer feel about the company and its products and services. In this chapter customer experience will be explained with theoretical background and introduce Pine & Gilmore's 4 elements of customer experience which are important to implement when creating customer experience. (Business Dictionary 2020.)

2.1 What is customer experience

A company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event (Newman 24 November 2015). The experience economy is a concept of economic revolution in which the "experience" would give brands a competitive advantage by winning more customers and being able to keep them. (Colossi 2019.)

We live in a world full of experiences. Everything what happens, is experience in a way or another. According to the researchers, experiences create more lasting happiness since they help us to learn, grow, connect with others and they are more open to positive reinterpretation tending to become more meaningful parts of one's identity. (Marquardt, Moose & Yaffe 2019.) As a motivational speaker, author and entrepreneur Jim Rohn (1930-2009) says 'Welcome all experiences!' can't be any wrong. We should go for all experiences out there because we never know which will be the one that will turn everything on. And the same is for the companies; they all are expected to deliver a positively charges experience to their customers since the goods and services are no longer enough. In this case, the price is the smallest component in purchasing decision, yet the perception of overall experience and perceived value is what drives conversion. (McCleary 2019).

Apple was a great example of store experience back in days. Apple studied hospitality experiences for creating revolutionary new retail format and it worked. The inspiration for de-signing the stores came from Ritz-Carlton and various other boutique hotels leading the stores to feel like entering to the bar at a hotel lounge. (Gilmore & Pine 2011, xi) In today's market Apple has lost its WOW factor when it comes to the stores according to articles online. The stores are described to be disorganized, and what is worst is that buying a product has become harder. Sometimes the stores are so busy because of the popularity that there isn't enough staff to assist which affect negatively to the store experience. Also, the amount of traffic wasn't the only problem; since some of the staff

were tech people and not sales, it causes problem of selling and made it hard to buy something if there were some issues with credit card. (Acker 2019 & Gilbert 2019.)

Lego on the other hand has doubled the creation of offline experiences by launching in-store experiences to all socioeconomic groups. By doing this, Lego encourage collaboration and help to build children's cognitive skills leading to create connection and brand affinity. This is one great example how business can thrive through the economic change. Since the offline experiences have become key to personal fulfillment, the shift to an experience economy has the power to promote inclusion and democratize happiness in-stead of only to change how we spend our time and money. The Figure 1 illustrates how Americans' purchasing decision has shifted towards purchasing experiences. (Marquardt, Moose & Yaffe 2019.)

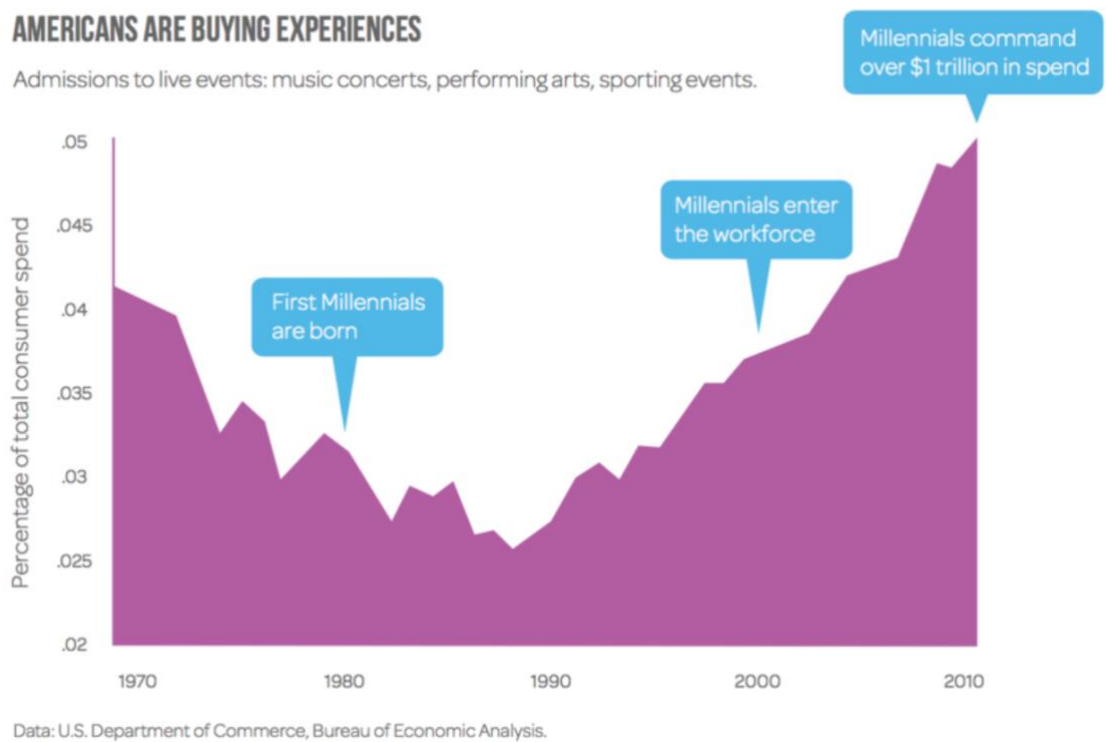


Figure 1. Americans are buying experiences (Marquardt, Moose & Yaffe 2019)

Table 1. Economic distinctions. (B. J. Pine II, J. H. Gilmore 1999.)

Economic Offering	Commodities	Goods	Services	Experiences
Economy	Agrarian	Industrial	Service	Experience
Economic Function	Extract	Make	Deliver	Stage
Nature of Offering	Fungible	Tangible	Intangible	Memorable
Key Attribute	Natural	Standardized	Customized	Personal
Method of Supply	Stored in bulk	Inventoried after production	Delivered on demand	Revealed over a duration
Seller	Trader	Manufacturer	Provider	Stager
Buyer	Market	User	Client	Guest
Factors of Demand	Characteristics	Features	Benefits	Sensations

Goods and services are no longer enough for consumers these days. What customers want today are experiences that are memorable events that engage each individual in a personal and specific way. Services and goods are important to consumers, but they must be surrounded with engaging and centered experiences for individual customers. Services are intangible while experiences are memorable. If you do not create a memory, then you have not offered a distinctive experience and it is simply not memorable. The other key difference is that a service can be customized while experiences are very much personal. Creating well thought through customer map you will more likely to succeed of creating better customer experiences.



Figure 2. Example of how to create a customer journey map (Vivek 2020)

Experience-driven engagement requires understanding of distinct experiences and what they are. Due to the rise of experience as an economic offering, much of the business world has started using the concept of “customer experience,” or also referred to as “CX”.

When using the term “customer experience” what most companies mean is that they want their interactions with customers to be easy and convenient.

2.2 Elements of experiences

Pine and Gilmore (1999) offered four different types of consumer experience: educational, esthetic, entertainment, and escapist that they termed to be the "4Es." The 4Es are different in terms of active-passive involvement and absorption-immersion dimensions that intersect to produce quadrants. Active-passive involvement indicates the level of participation by consumers in creation of the experience-generating offering. Those who passively participate do not directly affect or influence the offering, while the active participants directly affect the experience. Absorption is "occupying a person's attention by bringing the experience into the mind" and immersion is becoming either physically or virtually a part of the overall experience. According to Pine and Gilmore, including all four types of experiences is important. (Pine & Gilmore 1999, 31.)

The experience to be rich and draw customers in a multiplicity of ways to spend more time, it must appeal to all four aspects; entertainment, education, escapism and esthetics. (Korn & Pine 2011, 210.) Entertainment is one of the oldest form of experiences and also the developed, commonplace and familiar one. People want to be entertained and they are looking for experiences to make them laugh and enjoy themselves. Educational differs from entertainment part as guest being active part of the event either engaging with mind (intellectual education) or with body (physical training). In the new learning marketplace, guests are active learners instead of being passive recipients.

The elements from business world that are used to enhance the 4Es are the 4Ps. The 4Ps include Properties, Product presentation, Promotional applications and People. Properties are semi-permanent elements of physical business: e.g. architecture, interior design, landscape design. Product presentation stands for easily changeable elements of a certain setting: e.g. packaging, display, logo. Promotional applications include all forms of advertising: e.g. newspaper ads, sales outlets, website support material, business cards. People factor consists of aspects of customer interaction opportunities: e.g. contests, sponsored events, staff/customer interactions. These 4Ps are loosely based on the experience-oriented categories which are proposed by Schmitt and Simonson. (Fiore, Niehm, Oh, Jeong & Hausafus 2007.)

Escapist experience is an opposite from pure entertainment having much greater immersion. Some escapist experiences are artificial activities such as chatting online or playing at computer, and some experiences are more like motion stimulators such as

having suite in the hotel, have a bigger screen and so on. Movie industry has faced the effects of experiences as well; before it was that first you read the book and then you go to see the movie, but it changed to first see the movie, then you go experience the movie. (Gilmore & Pine 2011, 47-50.) Esthetic differs from all other three experiences by guest wanting just to be instead of going, do or learn. By just being means that the guest in an event or environment don't have any or little effect on it and leave the place untouched like visit in museum or gallery. The esthetic experiences could also be natural of having tour in nature or just walking around the mall or theme park. (Gilmore & Pine 2011, 53,54.)

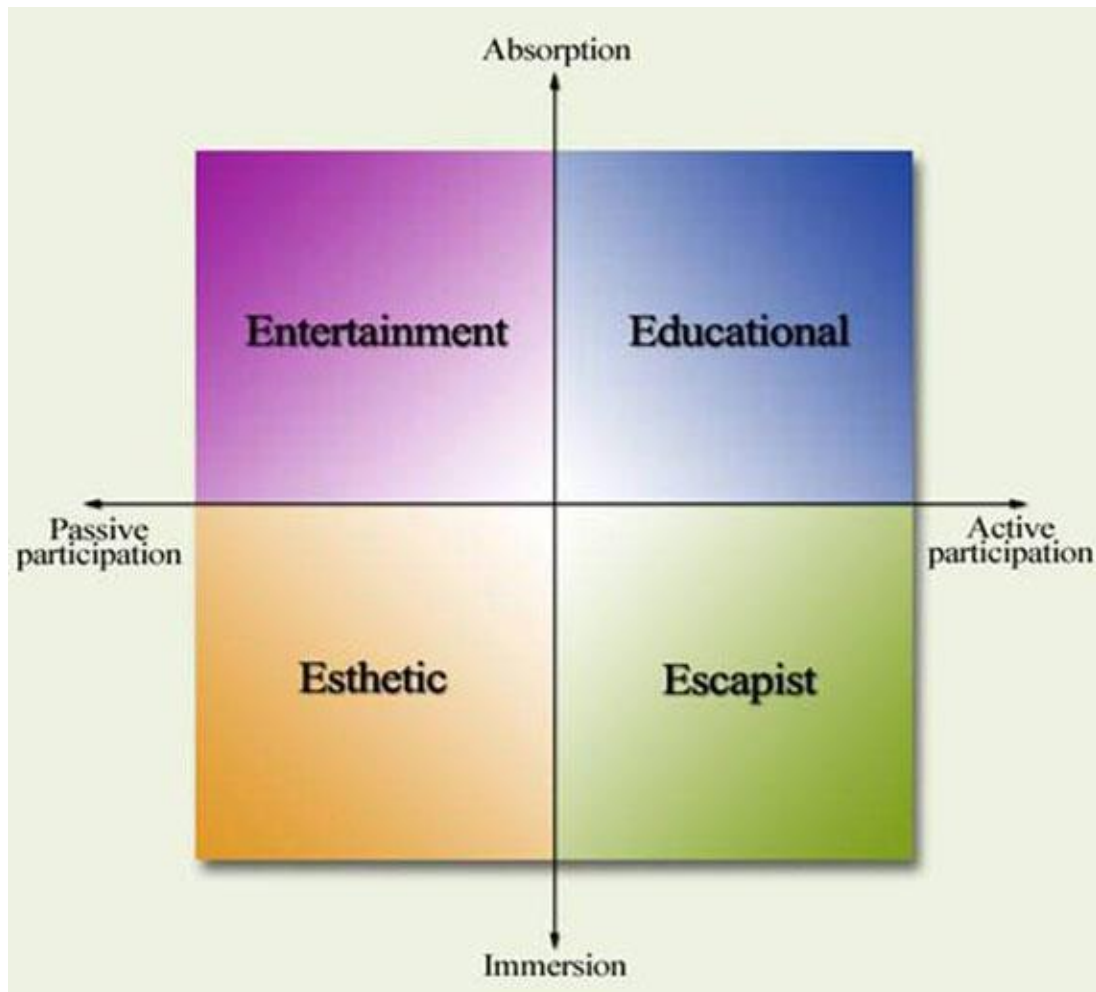


Figure 3. Defining the 4Es: Education, Esthetics, Escapism, and Entertainment (SRDC 2019)

The experience pyramid is a product development tool which has been created for analyzing the different elements of the product or service in physical and mental levels. It is an extremely useful tool for any experience designer having six elements which creates the foundation for the experience products; individuality (unique characteristics of the product), authenticity (credibility and genuine of the product), story (binding together the

product and experience), multi-sensory perception (realized the five sensory stimulants), contrast (difference between everyday-life and holiday) and interaction (communication between the business, customers and locals). These all should be considered when creating the experience product or service and they also present the customer journey. Tarssanen, who created this pyramid, divide the elements in three different groups; core of the product (individuality, authenticity and story), target group (contrast), and experiencing (multi-sensory perception, interaction). (Tarssanen 2009, 11-16.)

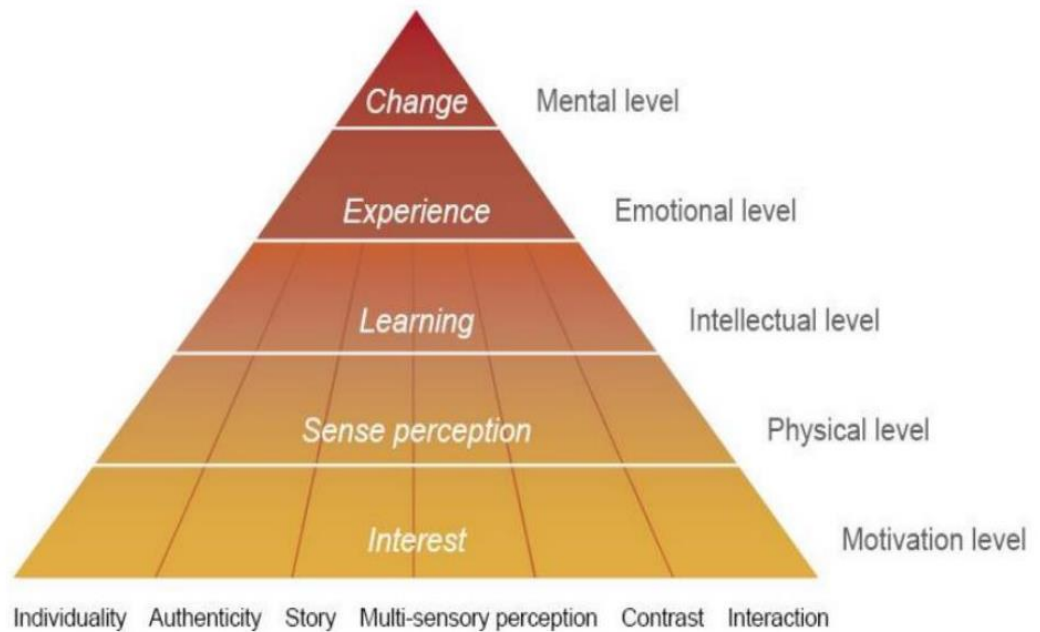


Figure 4. Experience Pyramid Model (Tarssanen 2009)

3 Virtual reality experiences

The Virtual reality is a powerful storytelling tool that enables experiences that otherwise wouldn't be possible (BBC 2020). Virtual reality, eight realms of the multiverse and customer experience in virtual reality will be defined in this chapter.

3.1 What is virtual reality

Virtual reality has been defined in a wide variety of ways starting from early 1800s where creating three-dimensional experiences were a step forward of virtual reality. In 21st century VR experienced a massive development when computer technology, graphics and hand-held devices born. Virtual reality immerses a user into a totally new world. It was created to fulfil curiosity about exploring beyond the reality. People use their senses to experience the world such as sight, hear, smell, taste, feel and establish real world feedback based on senses. The virtual world can be built by replacing real images, sound and tactility with computer-generated illusions to navigate and interact with. Notable example is Virtual Helsinki created by Zoan in which users can experience various parts of Helsinki through virtual city. To enhance the customer experience, users can take part in events, exhibitions, and concerts as well as visit the historical sightseen such as centre of Senate Square and archipelago island Lonna Island. The other project Zoan was part of creating was May Day eve Gig 30.4.2020 which was a live gig by JVG. Audiences were able to attend with their smartphones or computers and choose an avatar to be able to dance virtually among the audience. Besides that they were able to give applause and emojis in real time for the artists. The worlds of virtuality is a phenomenon in which social network and computer graphics, and technological platforms in online game that emerges. It can be defined as an immersive, interactive and shared environments where participants can trade, communicate, innovate and collaborate. (Bates-Brkljac 2012, 7, 107, Bucher 2017, 2 & MyHelsinki 2020.)

3.2 Eight realms of the multiverse

“Reality is grounded firmly in our physical universe of (Time – Space – Matter), with virtuality residing ethereally in the immaterial realm of (No-time – No-space – No-Matter)” (Korn & Pine 2011, 19). These two realms can be called with different names such as reality could be called real world or physical world and virtuality as a virtual reality, virtual world or metaverse. In addition to them there are six other realms which are less well known, less thought about and explored. They enhance, extend or amend either our reality- or virtuality-based experiences and therefore could hold out greater possibility for value creation. (Korn & Pine 2011, 19.)

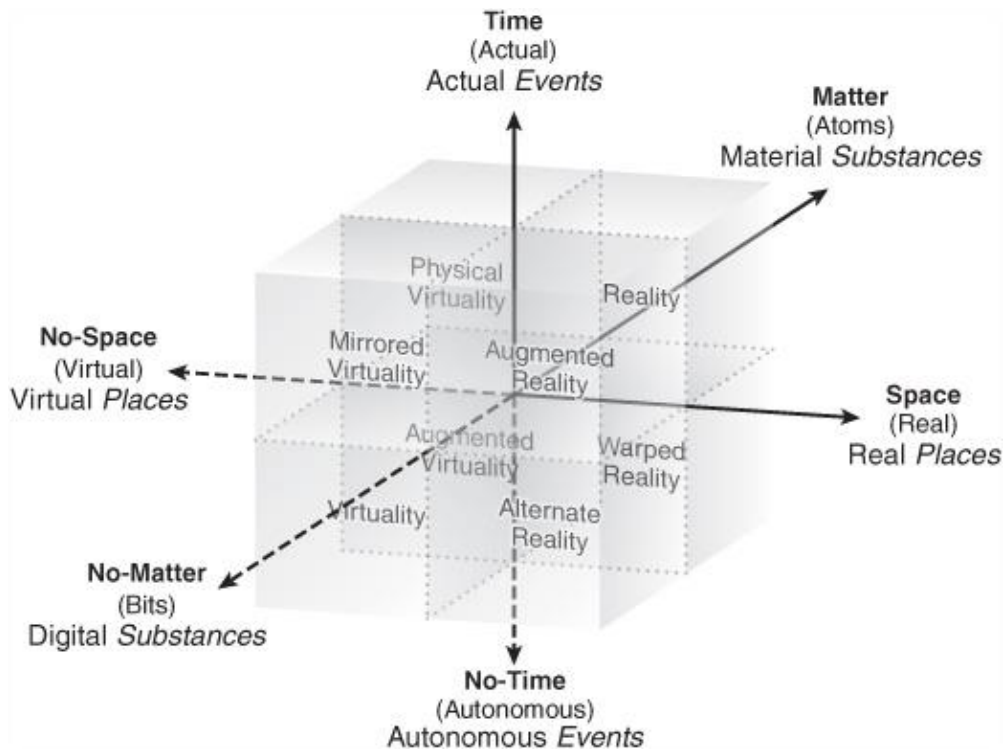


Figure 5. Eight realms, six variables, three dimensions, one multiverse (Korn & Pine 2011, 23)

Augmented Reality (AR) is the most known realms (Time – Space – No-Matter) standing for placing content into the real world by a way of using for instance the camera on a smartphone. Companies uses AR to enhance customers’ experience of the physical world. One great example of this is a Pokémon Go, game that changed the world when it was published with huge success. Augmented Virtuality (No-Time – No-Space – Matter) on the other hand occurs in a virtual environment. The experience is a result of taking material and tactile and use them to augment an otherwise virtual offering. Nintendo Wii is simple example of it; with remote device players can experience digital on-screen games from fitness exercise to tennis to yoga. This allows player to involve the whole body into the game and get physically and materially engaged with it. (Korn & Pine 2011, 19-20, Spacey 2016 & Walker 2018.)

Alternative Reality (No-Time – No-Space – Matter) is an imaginary realm, often a variant and form of the real world, depicting a different way events could have unfolded, or the universe could have functioned. (Your Dictionary 2020.) It is used in games to promote movies such as Dark Knight or Halo 2, in which a marketing experience designed to generate demand making the physical world a technologically infused playground of hyperlinked activity. It is used in tv series to create innovative, thrilling and experimentative content to make viewers ask questions “what if?” in a world that is

anything but the present reality. Physical Virtuality (Time – No-Space – Matter) takes real-world objects and designs them virtually like a 3D printing. Warped Reality (No-Time – Space – Matter) differs from Reality with time: it offers the possibility to manipulate time in some way that makes it clearly distinct and different from normal, workaday experience. The last realm is Mirrored Virtuality (Time – No-Space – No-Matter) in which reality is tied into real time. In opposite to Warped Reality in which time could be played with, in Mirrored Virtuality everything happens in real time in the world. For instance, Google's HealthMap, provide a real-time view of infectious diseases around the globe or Koronavilkku, which is a contact tracking app produced by the Finnish Institute for Health and Welfare (THL) to help user to find out whether they may have been exposed to coronavirus. These all eight realms offer a huge possibility to create an extraordinary customer value and customer experience in virtual reality. (Korn & Pine 2011, 20-22, Koronavilkku 2020 & Priyadarshini 2020.)

3.3 Customer experience in virtual reality

Two to three decades ago Brenda Laurel, a video game designer and researcher, predicts that human computer experiences will be creating imaginary worlds that have a special relationship to reality – worlds in which we can extend, amplify, and enrich our own capacities to think, feel, and act. (Korn & Pine 2011, 6.) Over the history world has faced three industrial revolutions changing the economies and society. The 1760 to 1840 was the first industrial revolution when world began to use steam power and machine tools. Then from 1875 to 1925 the electricity and mass production took over with gasoline engines, airplanes and chemical fertilizer. The third industrial revolution, the digital revolution, started beginning in the 1950s bringing mainframe computing, personal computing and the Internet. Now, the new millennium has AI and technologies people dreamed of in the 1950s and 60s. The fourth industrial revolution is AI and it has started. (Newman & McDonald 2018, 217 & Trailhead 2020.)

For user to experience the VR as real, user must forget that they are in protected environment, computerized system and develop a sense that they actually are in the virtually created environment. For instance, Audi launched a VR experience service in which customer can get extremely realistic experience of their individually configured car, down to last detail. Addition to special excitement factor, this offers more information and certainty for customer when making purchasing decision and provide personalised and intimate experience creating stronger sense of ownership. (Audi MediaCenter 2017 & CX Network 2019.)

VR technologies enable greater emotional intensity and provide with whole another layer for user experience. Virtual reality marketing has become increasingly popular due to technological developments and lower production costs. VR devices sold is expected to increase from US \$1.5 billion in 2017 to US \$ 9.1 billion by 2021. (Flavián, Ibáñez-Sánchez & Orús 2019, 547.) VR's appeal is in the immersion that it offers for customers. Many companies are now building products around virtual reality since its popularity has grown drastically. After Facebook's \$2 billion acquisition of Oculus, VR in the mainstream began marching forward at an entirely new pace. The immersion that VR brings has much bigger emotional intensity than traditional media. For instance, Facebook, YouTube and Vimeo have capability to upload and display 360-degree video and Samsung, Nokia and GoPro all have significant VR products on the market as well. VR provides value through new business models and offers users an immersive experience which allows them to connect with a product in completely new way. (Bucher 2017, 2 & Walker 2018.)

Consumer virtual reality software and hardware market size worldwide from 2016 to 2023
(in billion U.S. dollars)

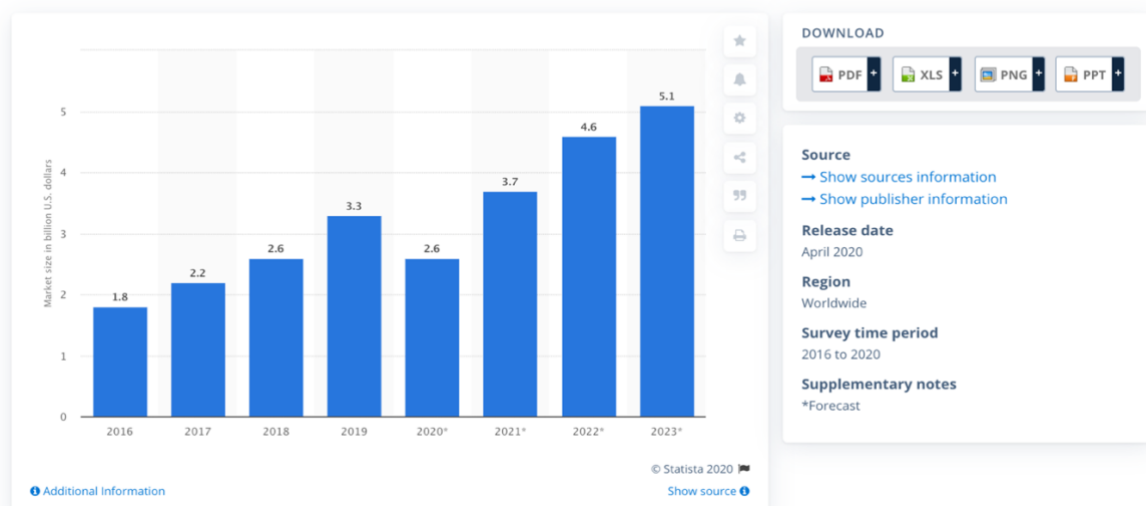


Figure 6. The consumer virtual reality market, divided into hardware and software segments, is forecast to reach 2.6 billion U.S. dollars in size in 2020 worldwide, a decrease of 0.7 billion U.S. dollars from the previous year, due to the negative economic impact brought about by the coronavirus (COVID-19) pandemic (Statista 2020)

4 Wildlife conservation

Wildlife conservation is the practice of protecting animal species and their habitats (The National Humane Education Society 2020.) The definition of wildlife conservation and customer experience in it will be defined as well as what is the typical ways of how customers can involve in the conservation.

4.1 What is wildlife conservation

Wildlife conservation can be defined in various ways, yet they all have same goal – protecting plant, animal species and their habitats. To help to protect the wildlife, we can learn more about species' behaviour and their ecosystem as well as how they are affected by human and environmental influences. By conserving wildlife, we can ensure that the next generations can enjoy the same nature and species we are living. Unfortunately, nearly every problem related to wildlife conservation traced at least in part to human population growth. Also, per-capita interactions affect negatively to wildlife as human use of nature for inanimate energy (wood, oil, etc.) has increased tremendously. As the human population has grown, the extinction of species has increased. (Mills 2012, 4, 8 & National Wildlife Federation 2020.)

Wildlife conservation aims to protect plant and animal species as the human population encroaches on their resources (National Geographic Society 2020). Human population growth and human activities are negatively affecting the ecological processes that support life as we know it. Environmental problems are results of human behavioral choices and therefore it is important to understand people and human behavior. People are affected by behaviors, but also attitudes, norms and values which they learn from those around them. They change over time in ways that are genetically preprogrammed as well as responsive to environments. (Clayton & Myers 2015, 14, 16.)

People spend lot of time and money to interact with aspects of the natural environment meaning that environmental changes will affect people's everyday life and experience. For people who has positive attitudes towards specific sustainable behaviors needs to be reminded of those attitudes. By contrast, if people have negative attitude, they need to be persuaded otherwise. Decades of research to change the attitude has shown how important it is to consider both the source and the format of persuasive message as well as the content. That is exactly what mass media campaigns attempts to do with their messages which are available to a wide audience having opportunity to be vivid and

memorable through the use of catchy music, bold visuals, dramatic scenarios and famous actors. (Clayton & Myers 2015, 23, 257.)

4.2 Customer experience in wildlife conservation

Even though customers and donors are usually treated differently, yet they share a common goal in a non-profit organizations (NPOs) and in a private sector business point of view which is money. NPOs needs money to operate and survive as do the businesses. Therefore, it is important to implement the customer experience process into non-profit organization's strategy since donors, just like customers, must be attracted, convinced, closed and converted into brand advocates who will provide long-term support. (Rum 2018.)

To build a long-term relationship with supporters, NPOs develop relationships that are based on integrity and respect. What makes people to act are motives which are deeply personal needs or desires and developed over a lifetime. Therefore, it is not easy to acquire donors and retain them since there is a risk that organizations fall into manipulation to trick people into giving. For organizations to be able to inspire support and build long-term relationship, they should understand the motives of donors and help meet their needs and fulfill their philanthropic aspirations. Inspire individuals happens when donors are treated as the way they want to be treated and the information shared is meaningful and relevant to them on a timely basis. This encourage them to take desired action and support the organization in a variety of ways which meet the donors need and fulfill their own philanthropic goals. (Rosen 2010, 60.)

As discussed earlier that environmental problems are results of human behavior choices, behavioral science can open up the question why people donate. There are multiple explanations for charitable giving, and they are divided into three broad categories; purely altruistic, impurely altruistic and none altruistic at all. These varies from valuing the social good done by the charity to knowing contributing to the social good for the charity to show off to potential match how rich the person is. In spite of in which category the donor fits in, they all are affected by NPOs' marketing. NPOs will not get donations unless donors understand what they do, who it serves, and how well it delivers its services. Shortly said, when it comes to charitable giving, people act from their heart, not from their head. (Rosen 2010, 65, Sanders & Tamma 2015 & Saracini 2020.)

<h2 style="text-align: center;">THE DONOR'S NEW JOURNEY</h2> <p style="text-align: center;">Times have changed. And so has the way donors connect with the organizations that share their passions, beliefs and worldview. Their new approach offers us new opportunities to connect with them at each stage of their journey.</p>			
Problem Discovery	Opportunity Research	Solution Identification	Donor Decision
A triggering event causes a prospect to realize they have a problem or opportunity.	The prospect goes online to search for options.	The prospect researches various nonprofits and national organizations.	Prospect contacts a nonprofit entering into a moves management cycle.

Figure 7. Donor's journey in NPO (MagnifyFood 2020)

Whether people are donating to wildlife conservation, supporting homeless people or for people who has faced natural disasters, donors goes through the same journey with each stage. People experience a triggering event which causes them to act. It is either a problem or an opportunity. For instance, WWF provides their supporters an opportunity to become a panda ambassador, inspire kids with learning activities which would help them to understand and explore more about nature and work together with other volunteers to clean the beach from trash and plastic. (MagnifyGood 2020 & WWF 2020.)

There is also possibility to take action toward a problem such as fighting against poaching by donating to support the cause. That leads the prospect to the next stage which is looking for solutions to problem. This is natural reaction to problem-solving leading prospects to go online to search options. Therefore NPOs' website is in crucial role since it is the first part of donor experience with the organization. The donors do research of various NPOs to discover which have solutions that appeal to them. The NPOs website should be inviting and informative and clear of NPOs' mission. Donation opportunities should be smooth and easy and there should be possibilities to send checks and memorial gifts. (MagnifyGood 2020 & Sarrantonio 2020.)

To attract donors, NPOs need to inspire them with powerful and meaningful stories that connect with people on an emotional level. People want to be part of organization's work and do good therefore NPOs' appeals must be updated, reflecting priorities and passions, demonstrating the impact and visual. They should include word "you" often to strength the donor experience with the organization. The last stage of donor's journey is when donor contacts the organization and make the decision to donate. NPOs need to be bold and direct to ask for donations and it is common to see donate suggestions right on the first

page of NPOs' website as seen the images 1 and 2 below with yellow highlight. When prospect make the decision to donate, they enter into stage where organization need to build long-term relationship. (Jones 2020, MagnifyGood 2020 & Sarrantonio 2020.)

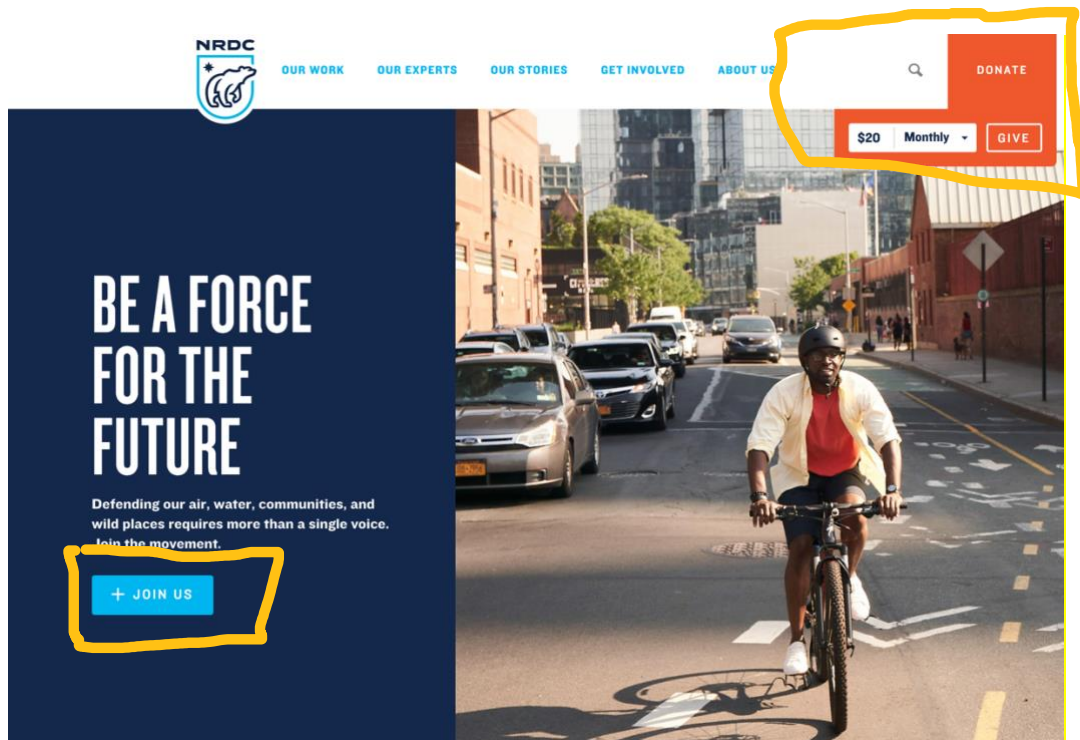


Image 1. Homepage of NRDC (NRDC 2020)

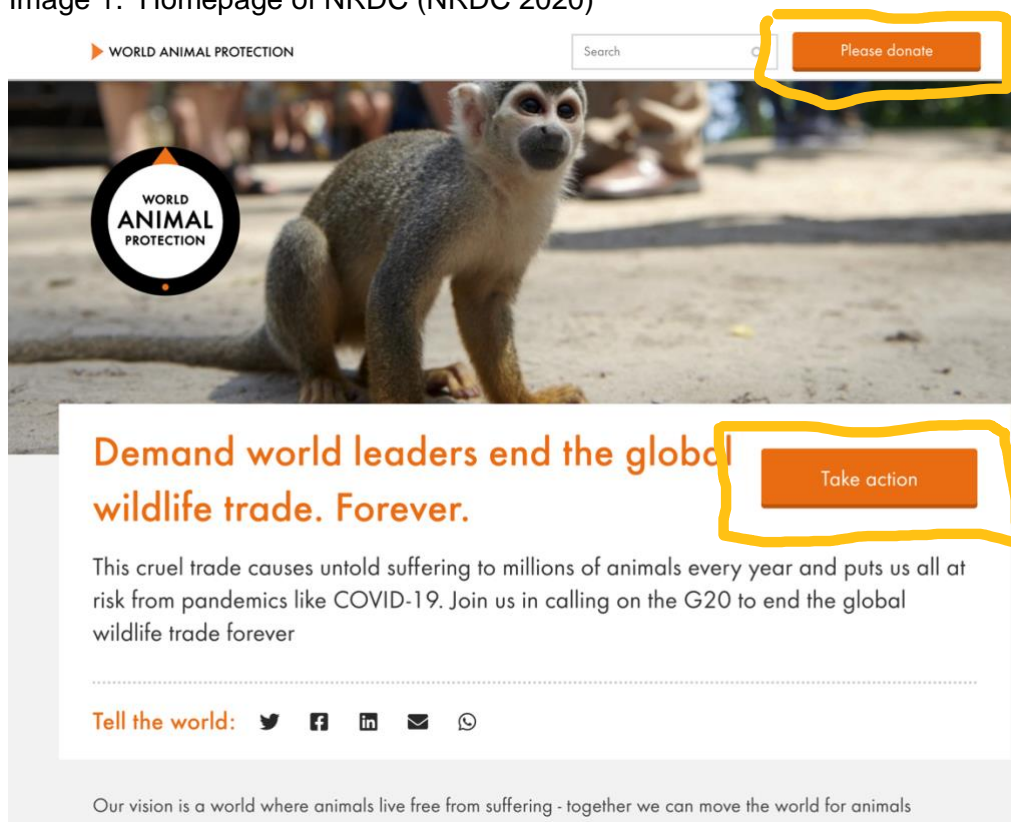


Image 2. Homepage of World Animal Protection (WPA 2020)

After learning what drives donors come to organizations' website by tracking every data from social media ads, digital events participations, attendants age and localization, it is time to engage. Engagement builds the relationship through social media presence, peer to peer fundraising, replying emails and phone calls and appreciation and informative events. Donors also want to know how their support has impact and by sharing detailed information what NPO has accomplished with donations builds trust with donors and their confidence. To show the gratitude with follow up letter, thank you videos, social media gratitude or with phone calls is the final part of donor experience. WWF sent welcoming letter after becoming monthly supporter and is thankful for the support. In the letter they inform the threats, their solutions, how they are collaborating with corporations, working in the field, inviting people to volunteer and how they are influencing in political decisions. WWF also inform what they have achieved with the support of people and that builds the faith to the cause (appendix 1.) It is important to be transparent and grateful for donors for their support so that the organization can ask and is likely to get for another donation and build lifelong relationship with the supporter. (Jones 2020 & Sarrantonio 2020.)

4.3 Customer involvement in wildlife conservation

Like in any other charities, the common and probably the known way to involve in wildlife conservation is to donate. Donation is an easy and simple way to support NPOs since after few clicks you can give your support one-time or monthly without any other effort. From WWF it is possible to adopt an animal and these symbolic adoptions are one way to fund the organizations. Also, some responsible zoos, aquariums and national parks are protecting conservation areas and endangered species and paying entry fee support their work. (ShareAmerica 2017.)

If some are not willing to give money in any reason, they are always welcome to give their time and volunteer. Many organizations and zoos have volunteer program to attend for instance cleaning beaches, rescuing animals, educating others. Even by recycling mobile phones it is possible to help the wildlife since the mineral coltan used in them is mined from lowland gorillas' habitats. Putting trash in its place is one way to protect birds and animals from trapping their heads in plastic rings and fish from getting stuck in nets. If person is really passionate for the wildlife conservation and wants to commit their time to it, they can share their knowledge for family and friends how to help or be a brand advocate like Soldiers for Wildlife offers. Becoming a social influencer and brand advocate with an active presence and engaged following on Instagram is one way to be part of stopping the poaching crisis. (ShareAmerica 2017 & Soldier for Wildlife 2020.)

5 Benchmarking

Benchmarking is the process of comparing your own organization, its operations, or processes against other organizations in your industry or in the broader marketplace (Reh 2019). The process helps the organization improve its performance by identifying, understanding and adapting outstanding practices from organizations anywhere in the world. (Tuominen 2016, 6.)

5.1 Benchmarking process

In this thesis, benchmarking was used to get more insight of how other wildlife organizations have exploit VR technology in their customer experience. The goal was to find different ways of using VR if any. Benchmarking is commonly used by professionals and trade associations, yet they do it in a different way. To measure business performance, the data needs to be compared against some sort of standard. For instance, if the company produce a product in 30 minutes, it needs to be compared against other data, such as the time competitor produce the similar product. Benchmarking is important for businesses since it can improve processes and procedures, gauge the effectiveness of past performance, give better idea of how the competition operates, increase efficiency and lower costs, and improve quality and customer satisfaction. It is a tool which businesses can use as a part of continuous improvement. (Association Executives 2018 & Lucidchart 2020)

1. DETERMINE WHAT TO BENCHMARK
2. IDENTIFY BENCHMARK COMPANIES
3. LEARN HOW YOU DO IT
4. LEARN HOW THEY DO IT
5. CREATE PERFORMANCE GOALS
6. ADAPT AND IMPLEMENT
7. CONTINUOUS DEVELOPMENT

Figure 8. Benchmarking Process Overview (adapted from Tuominen s.a.)

In step 1 you determine what to benchmark by identifying a key performance with critical impact on the company's success. It may concern the user experience, financial performance or operational performance. After determining what to benchmark, the next step is to find a company that is remarkably better than you by the measured performance figures. Research companies that are better in your selected key performance and compare. To figure it out that company or metrics you make the first comparison. Before making the second comparison, there may be several processes behind the excellent performance to identify. The comparisons between performance figures is called "Performance Benchmarking". After deciding what I will benchmark, I started to gather data from 5 different NPOs (see appendix 1). The purpose of collected data is to give better insight of what kind of organisations there are in the field and how do they operate. The chosen organizations all stand for wildlife conservations yet having distinct backgrounds. As seen in appendix 1, some of the NPOs have long history in operations, they have different donation channels and ways to support the cause as well as amounts of followers on social media. They also operate in different countries and continentals. (Joyce 2020 & Tuominen 2016, 9, 10.)

Third step is to understand your own process. Measure process performance and identify methods and practices which make it easy or difficult to achieve a satisfactory performance. For instance, if you are benchmarking user experience and you have a

product, you could benchmark the experience of setting up your product versus setting up a competing product. This was the method I was using when I benchmark how I will do it. Consider external factors that may affect your data and, when possible, plan around it. Then, you need to understand their process. Measure process performance and identify and understand the root causes resulting in excellence of process performance. Compare performances and see the root causes and then enablers and determine where the gaps are. To learn how other NPOs was doing it, I used all the data I could find on online, mostly from their website, apps, social media, and search engine. That means that I have only insight of what they want to show public, and I do not have insight knowledge of their exploit of VR technology. There is possibility that some of them is enhancing their customer experience and for instance creating similar product at the moment.

In step five you set up the performance goals by determining the ideas to be implemented at once after the visit and set up short-term goals. Based on the findings of benchmarking, it was easy for me to establish goals and the product with the support of the results and theoretical framework. After that you adapt and implement the best methods and practices in your own process. Last step is continuous development to gain superiority by determining the long-term target, develop, and repeat in other key business process and start again from the beginning. Checklist questions below helps to create benchmark process, see figure 8. (Joyce 2020 & Tuominen 2016, 9.)

1. What to benchmark	<ul style="list-style-type: none"> • Which processes are critical to our success? • Who are the external and internal customer? • What are customers' expectations? • What is our key process performance? • How do they difference with competitors? • What improvements are needed?
2. Identify benchmark companies	<ul style="list-style-type: none"> • Which companies perform this process better? • Which company performs better? • What can we learn from that company?
3. Learn how we do it	<ul style="list-style-type: none"> • Process • Measuring • Performing • Who is our customer? • What products and services do we deliver? • What are our customers' expectations and requirements? • Performance goal and establishment
4. Learn how they do it	<ul style="list-style-type: none"> • Prepare the visit • How to document the data • Their performance and goals • Their measurements • What enables the performance of their process?
5. Create performance goals	<ul style="list-style-type: none"> • Identify the performance gap • Identify the magnitude of performance gap • What characteristics distinguish their process as superior? • What activities we can change? • What improvements we could make in the short and long term?
6. Adapt and implement	<ul style="list-style-type: none"> • What we utilize to improve our process? • Should we redefine or reset our goals? • Modify the activities for adoption • How to implement?
7. Continuous	<ul style="list-style-type: none"> • Learning outcomes to improvement

Figure 8. Benchmarking Study Checklist (adapted from Tuominen s.a.)

5.2 What to benchmark

In this part 5 of different wildlife conservations' customer experience will be analysed to be able to create a better customer experience product. By analysing these organizations customer experience provides the insight of how they have built their customer experience and how their supporters and donors experience being part of supporting organizations.

The analyse is focused on how the organisations have exploit virtual reality in their customer experience.

Regardless being a customer, supporter or donor, we are willing to pay for experiences. Great example is a coffee bean – from commodity to good to service and then to experience such drinking festive types of coffee in a café paying multiple price of it instead of drinking regular coffee at home. Experiences creates value since they are memorable. Today people look for authentic experiences and have upgraded their demands since they got used to a staged world in tourist attractions, cafes, media and other experience sectors. People want quality and true experiences that conform to their own self-image and they look for more profound and lasting values, an ethical and quality-based approach to a continuous search for the meaning of life. Therefore, they will no longer accept fake experiences. To create economic experiences, which means charging for the time customer spent with you such as charging an admission fee, you need to design the most engaging experience by asking yourself what we would do differently if we charged admission. (Christensen 2009, 40 & Gilmore & Pine 2011, 8, 17, 93)

5.2.1 WWF – World Wildlife Fund

WWF is one of the most known and biggest NPO in the world having over 5 million supporters. It was founded in 1961 and it operates over 100 countries to protect the natural resources: forests, rivers, ocean, climate, food and wildlife. WWF works closely with communities, companies and governments to create real solutions for people and the planet. (WWF International 2020)

WWF is active with their marketing. Besides having millions of followers and active posts on social media, WWF has also updated content on their website. With news and blog posts it is possible to follow their conservation and accomplishments and by current campaigns it is easier to understand which cause needs the support most in that moment. WWF has also TV commercial in which they advertise urgent campaigns to attract donors (see image 3 & 4 below).

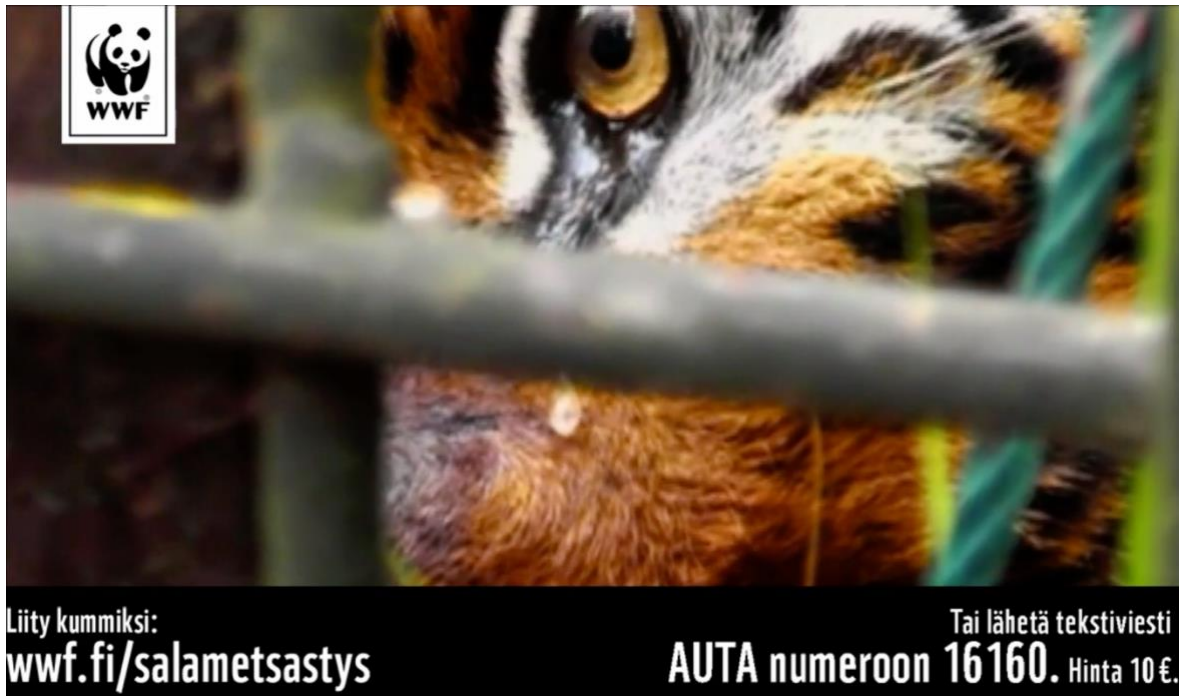


Image 3. WWF TV campaign to fight against poaching (YouTube - WWF Suomi 2012)



Image 4. WWF TV campaign to fight against poaching (YouTube – WWF Suomi 2012)

Since WWF is a huge organization and operating in many different channels, it is more likely they exploit the 4Es in their customer experience. After explaining in the theory part what the 4Es means (entertainment, escapist, educational and esthetic), it is time to analyse how they appear in WWF customer experience. Even though the cause WWF is working toward is serious, they can use entertainment in their customer experiences. While the goal is to get donations, for getting those you need to attract the donors and provide them experiences. Notable example is WWF Virtual Reality Tiger Experience in

UK in which WWF UK wanted to create a campaign for memorable and emotive way to raise awareness of the threats tigers are facing in the wild. A pop-up artificial rainforest was set up in Westfield shopping centres in London as part of WWF's Tiger Experience. The experience comprises a guide through the animals' shrinking global habitats with a 'ranger' – a fully trained brand ambassador – and ends with a virtual-reality trip through the Nepalese jungle to come face to face with tigers. Consumers can then share a photo-booth picture with the hashtag #ThumbsUpForTigers, before being encouraged to sign up to adopt a tiger (Sofii 2017).



Image 5. WWF UK Virtual Reality Tiger Experience: Artificial rainforest (Sofii 2017)

This was a creative way of engaging supporters and recruiting new donors. Through this event WWF UK manage to provide educational experience by engaging the mind and body. With the artificial rainforest, a guide and a virtual-reality trip, it was possible to provide escapist experiences for customer. Without participating in any activities, customer could experience the esthetic experience by walking through the artificial rainforest and observe it leaving the place untouched.



Image 6. WWF UK Virtual Reality Tiger Experience (Sofii 2017)

Other example of how WWF have exploited the VR in their customer experience is a WWF Free Rivers app. Through the immersive, augmented reality experience users discover a river that flows through the lives of people and wildlife and can try different options for sustainable development that keeps the river healthy and flowing. WWF Free Rivers app provide interaction through AR and learning possibilities, and opportunity to get involved and help protect rivers, and the people and wildlife that depend on them. With this gamified storytelling experience WWF endeavour to help people to understand the importance of free-flowing rivers, how infrastructure can impact people and wildlife, and what sustainable development could look like in the river basins around the world.



Image 7. WWF Free Rivers app in use

The user experience of the app was alright, yet not the best one. It was exciting to experience the AR through the smart phone and see the village environment with wild animals, clouds and rain even though occasionally it moved slowly and quit the app during use. It was possible to hear elephants and lions' roars and move through the village which made the experience more vivid. In this app the entertainment and educational experience is well combined not forgetting the escapist since the whole experience is in artificial virtuality environment. However, donate for the cause happens through WWF website and not through the app. Therefore, the user experience for donations is not seamless and easy.

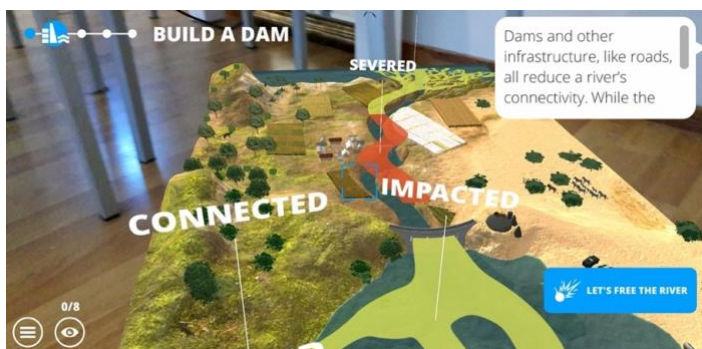


Image 8. WWF Free Rivers app in use

5.2.2 NRDC – Natural Resources Defense Council

NRDC works to safeguard the earth – its people, its plants and animals, and the natural systems on which all life depends (NRDC 2020). It was founded in 1970 having more than three million members and online activist and around 700 scientists, lawyers, and policy advocates. NRDC headquarter is in New York and it operates under the State of New York laws having offices around the US. It conserves globally such as in Canada, India, China and Latin America. (NRDC 2020.)

Yet NRDC has millions of supporters according to them, they do not have millions of followers on social media. Like WWF has over million followers on Facebook, Instagram and Twitter, NRDC has less than a million in every account (see the appendix 1). The reason might be since they don't operate in every continental and countries or they don't market and brand themselves hardly enough. However, whatever the reason is, their net assets end of the year 2019 was around \$376 million which implicate that they are doing well and receiving lots of support and donations. Also, NRDC has active posts on social media and on their website, which builds and strengths the relationship with supporters.

When it comes to virtual reality in customer experience at NRDC, unfortunately it was hard to find any VR experiences. NRCD don't have app nor any other features or possibilities to experience VR. You could say it is odd since they do have assets, yet they haven't exploited the modern technology. Though, this is based on the research done by the thesis author using the sources available.

5.2.3 SFW - Soldiers for Wildlife

Soldiers for Wildlife is different from the other NPOs presented in this thesis. It was founded 2017 by navy veteran which makes it new-born compared to the other organizations having decades or even hundred years of operational history. The reason why SFW was chosen is the young age of it. That means they have less bureaucracy, less organization and less complexity compared to the bigger NPOs. Soldier for Wildlife has office in New York, but they operate in South Africa and in Zambia. Their mission is to fight to save some of the Africa's most endangered species. (Soldiers of Wildlife 2020.)

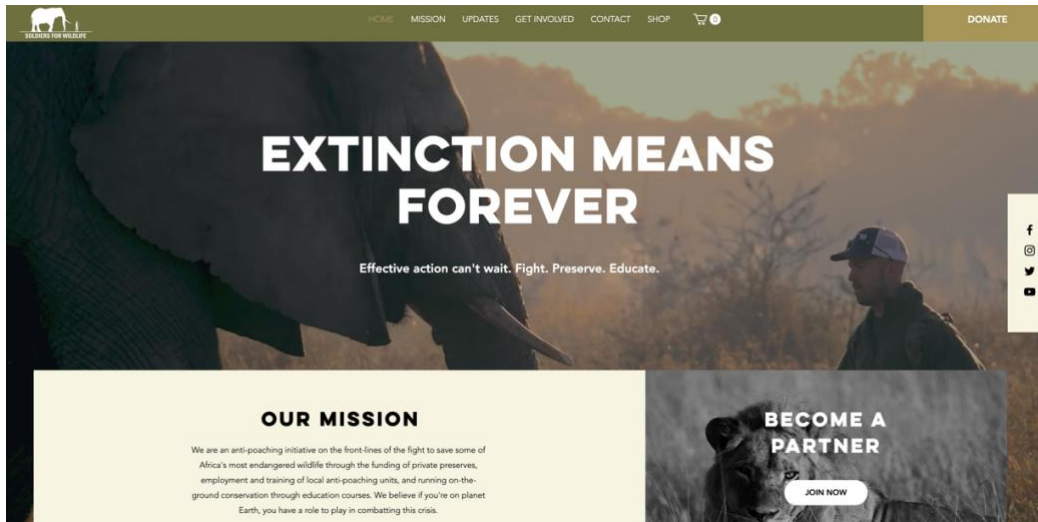


Image 9. SFW Website Home page (Soldier of Wildlife 2020)

SFW has a clear mission and message of what they are doing as you can see in image 9 and 10. Their website is informative with bold headlines and big pictures and all of them includes CTA (Call-To-Action). They have built specific packages and ways of how people can support and what their amount of donations will do e.g. sponsor a ranger equipment with \$50 or employ a ranger with \$100. It is also possible to sponsor a puppy for training them to work with the rangers and the monthly sponsors will receive regular email updates including photos and videos of the puppies and their journeys.

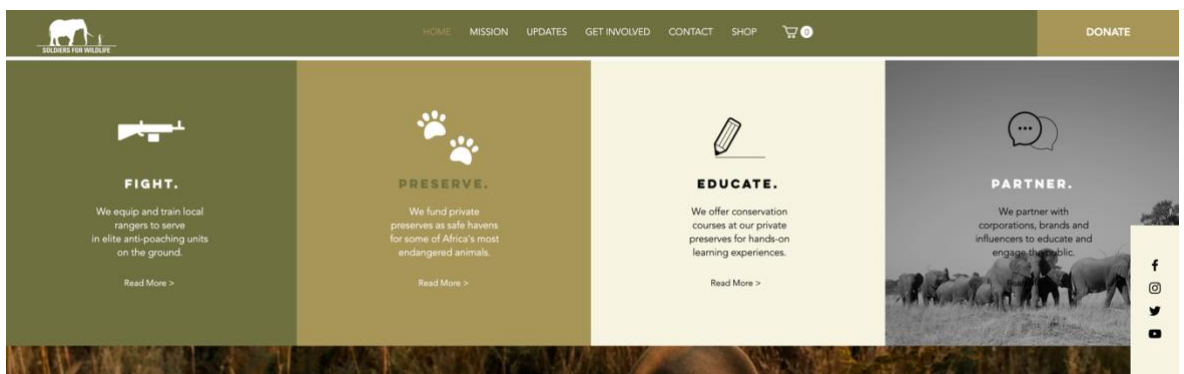


Image 10. SFW Website Home page (Soldier of Wildlife 2020)

Supporters can also attend to conservation courses in South Africa in which they can experience wildlife training walking safaris, conducting informative game drives, bush sleep-outs and weapons handling. During the course supporters can experience the educational experiences while learning the skills of bush survival, tracking, and mammal and bird identification. Escapist can be experienced through the staying at the resort with the savanna atmosphere (see image 11) and esthetic occurs when having a tour in nature. As SFW provide experiences in the conservation area, they do not have virtuality experiences.

(Soldier of Wildlife 2020.)



Image 11. Conservation course in Private Camp Waterberg in South Africa (Soldier for Wildlife 2020)

5.2.4 NatGeoSociety - National Geographic Society

National Geographic: World's leading multimedia destination for the best stories in science, exploration and adventure. It was founded 1888 and their core purpose is to further the knowledge and awareness of our world. The National Geographic society is an impact driven global nonprofit organization that pushes the boundaries of exploration 30% of their profits go to funding real scientist, explorers, and conservationists. (National Geographic 2020.)

According to Washington Post (Farhi 2015), National Geographic brand is valued at \$1 billion. It is not surprising considering the long successful history and media platform with multiple channels to operate such as magazines, tv channel, documentaries, museums, websites, apps, games, books etc. On social media NatGeo has over ten million of followers in every account and even over hundred million followers on Instagram being first brand to top 100 million followers. (Cohen 2019.)

NatGeo has multiple videos for kids and adults providing virtuality experiences. For instance, in their app Wildlife Wow by Nat Geo (image 12) user can experience AR and VR and interact with dinosaurs, safari animals, ocean creatures, farm animals and more. With this app user can walk these creatures around own desk and take photos and videos with them and wander around in their world. Customer can also watch VR 360 videos to

explore different kind of environment such as free-climb El Capitan, diving with sharks, climbing in giant trees etc. To experience the virtuality, user need VR headset.

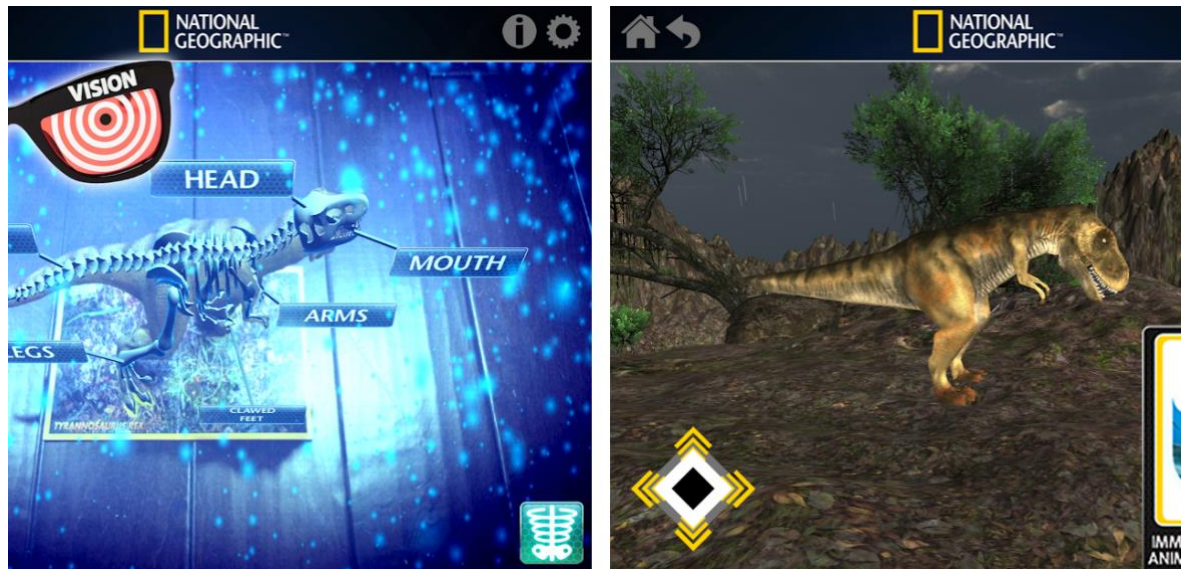


Image 12. Wildlife Wow by Nat Geo app

National Geographic provide all 4Es in their customer experience. While watching NatGeo's documentaries or reading magazine people can entertain themselves, with the virtual videos and apps users can educate themselves and escape to the virtual world and walking in NatGeo's museum it is possible to experience the esthetic.

5.2.5 WCS – Wildlife Conservation Society

Wildlife Conservation Society is over hundred-year-old NPO founded in the 1895. It works against wildlife crime, climate crisis, habitat destruction, works with conservation science and education operating in 60 countries. Over the past century, WCS has established long-term conservation presence in the last wild places across the Americas, Africa, Asia, and Oceania, built strong and trusting partnerships, and acquired a depth of knowledge that ensures effective conservation action (WCS 2020).

WCS is active in their marketing and creating content. On social media they have daily posts having hundreds of thousands of followers and on website they have own WCS Newsroom & blogs with regular posts (figure 20). Besides the advanced wildlife conservation, to promote the study of zoology WCS has 5 zoos: the Bronx Zoo, Central Park Zoo, Queens Zoo, Prospect Park Zoo, and New York Aquarium. The vets, curators, and keepers share their insights with scientist working in the field to save wildlife. (WCS 2020.)



Image 13. WCS Newsroom (WCS 2020)

WCS provides many experiences when visiting in any of their zoos for the whole family. In Bronx zoo visitors can experience the escapist while climbing up in the trees or zipline over a river and entertainment will be experienced with Zoo shuttle which takes visitors from Wild Asia to Tiger Mountain. At New York aquarium visitor can walk through the aquarium observing the sharks, jellyfish, octopus and experience esthetic or experiencing the educational learning from the conservationists of New York Aquarium Conservation Program. Visiting in these zoos, customers can experience different elements of experiences, however WCS haven't exploit the virtual reality in their customer experience well enough. They offer virtual visit to the zoo, yet it doesn't work.

5.3 Summary of NPOs customer experience

After presenting and analysing of these 5 different wildlife NPOs, it is time to summarize the findings. The aim was to present 5 different organizations which all have the common goal: save the wildlife from extinction and how the organisations have exploit virtual reality in their customer experience. These NPOs varies with scalability, financials, operational areas, staff and expertise which give versatile for the analyse.

To conduct the analyse, the author collected data from each organisation to have better insight of e.g. the size of the organization, its' operational environments, marketing

channels, amount of social media followers, activeness with posts, ways to donate, and most importantly how they exploit the virtual reality in their customer experience. As explained the customer experience in wildlife conservation in chapter 4, they all followed the donor's journey map by providing solutions for potential donor. Some of them, such as WWF, brings the first stage, problem discovery, into prospects awareness with advertisement on TV or ad banner on online. Despite if the NPO brings the problem or opportunity into prospects awareness or not, they all need to be reachable online with visual and informative website while the prospect is on online searching organization to donate to. This was common between all organisations having big, bold headlines and CTA banners all over the website. Most of them have powerful stories and videos that prospect can connect on an emotional level.

When it comes to the donations, the structure was similar in every organisation. First you choose the time period of donations between one-time or a month and the amount, then you add your personal information and at last choose the payment method. The payment method was between credit card, PayPal or bank transfer. Only Soldier of Wildlife didn't ask address information on the donation form and didn't have PayPal as a payment method. WWF and NRCD accepted bank transfer along with credit card and PayPal. However, the donation possibilities vary a lot between these 5 NPOs. In addition to donating pure cash it is possible to support with honor gifts, estate planning, donor advised funds, gifts of stock, sales and event proceeds, web shop products, corporate partnership, sponsoring a ranger, being a brand advocate or gift in your will. Some organizations use the donation where the need is urgent, and some has specified the use of it in a package like SFW (image 14).

SPONSOR A RANGER

Choose amount →

Monthly Quarterly Annually

You can log in to edit your recurring donation any time ⓘ

\$50
Equip a Ranger

\$100
Employ a Ranger

\$500
Sponsor an Anti-Poaching Unit

\$1,000
Enter custom amount

Next →

Powered by Donorbox

All donations received go directly towards equipping and employing anti-poaching units and national park rangers to be on the front-lines of the fight to save some of Africa's most endangered species.

Specifically, your monthly donation can provide:

EQUIP A RANGER (\$50)

- Your monthly commitment goes towards providing a ranger with the equipment they need to be on the front-lines.
- This equipment includes their uniform, backpack + hydration kit, boots, sleep bag, GPS, binoculars, cyber trackers and more.

EMPLOY A RANGER (\$100)

- Your monthly commitment covers the salary for one ranger to be on the front-lines full-time.
- Because of your sponsorship, the ranger can fight against poaching and provide for their family.

SPONSOR A UNIT (\$500)

Employ an elite anti-poaching unit of 5 full-time rangers to be on the front-lines of the fight against poaching.

Image 14. Sponsor a ranger (Soldiers of Wildlife 2020)

Based on the research of each 5 NPOs website, search engine, AppStore and Google Play, only two of them have exploit virtual reality in their customer experience. The way of using virtuality was utilizing AR and VR in app and providing VR 360 videos. While customer experience is difficult to define for every organization covering an extended timeframe, every customer touchpoint, and both emotional and functional responses, it is important to continuously develop the CX. It starts before the purchase, consumption or donation of an offering, and lasts way beyond the point of sale into the time frame of using the product and service. In today's world, exploiting the AI, VR and AR is necessary to stay competent, innovative, effective and able to serve better customer experiences. (Klaus 2015, 17, 22 & Newman & McDonald 2018, 223.)

- AR and VR offer the opportunity to enrich the relationship between the consumer and the product or service. The relationship is the emotional attachment that the consumer feels towards the brand and represents a huge portion of both the decision making, but also the overall satisfaction and experience. AR and VR that adds value to the consumer and connects with them emotionally has positive impact on the customer experience. (CX Network 25 January 2019.)

With the support of theory of customer experience, virtual reality experience and wildlife conservation the author will develop her own idea. The lack of utilizing the VR technology in other organizations' customer experience, the author will use that as a competitive advantage in own product creation.

6 Development process of virtual event experience

The concept for this idea came up during the Digital Experience Design course I did on 5th semester during my studies in Haaga-Helia. In that course we had to cover theoretical framework of consumer behavior, trends, target market, operational and competition environment, experience economy and experience process and based on them develop our own digital product. During the course, I learned more about the customer experience, digital tools and environment and virtual environments which arouse the interest towards them. Since we are living in the technology world, I strongly believe that learning the virtual and digital technology and use them in own work will help you to be innovative, competitive and being part of changing the future. Also my major studies in event management has grow my interest toward that field, hence I implement the event experiences into the product idea. The core reason for the whole idea comes from my own interest and passion for wildlife conservation.

After deciding that I will write my thesis of developing the idea, I started to gather theoretical framework I can use. The reason why I chose customer experience to be theoretical framework was because of to attract, gain and retain customer every organization need to focus and develop their customer experience. Without customers there isn't any organization to operate. I also noticed that customer experience is valid in any field of organization and improve that there is a chance to succeed. Since I wanted to implement virtual technology into wildlife conservation, I chose to support my idea with therotical framework of customer experience in virtual reality and in wildlife conservation.

After writing the theoretical framework of customer experience, virtual reality experience and wildlife conservation, next step was the benchmarking process. Benchmark process was chosen to support thesis structure and it's method which was product idea. To create competitive and exquisite product I needed to benchmark other NPOs exploit of virtual reality to gain perspective about how my product will performe compared to other. I chose the 5 NPOs to give more insight of what are the similarities and what makes them difference from each other. I believe that their difference in size, amount of supporters and followers on social media, operational areas and targets, how known they are and the age of the organization give more credibility for the benchmarking process. I also believe that 5 different organizations is enough to give credibility to research of how the organization has exploit the virtual reality, and based on that develop the own idea of the product which was the last step.

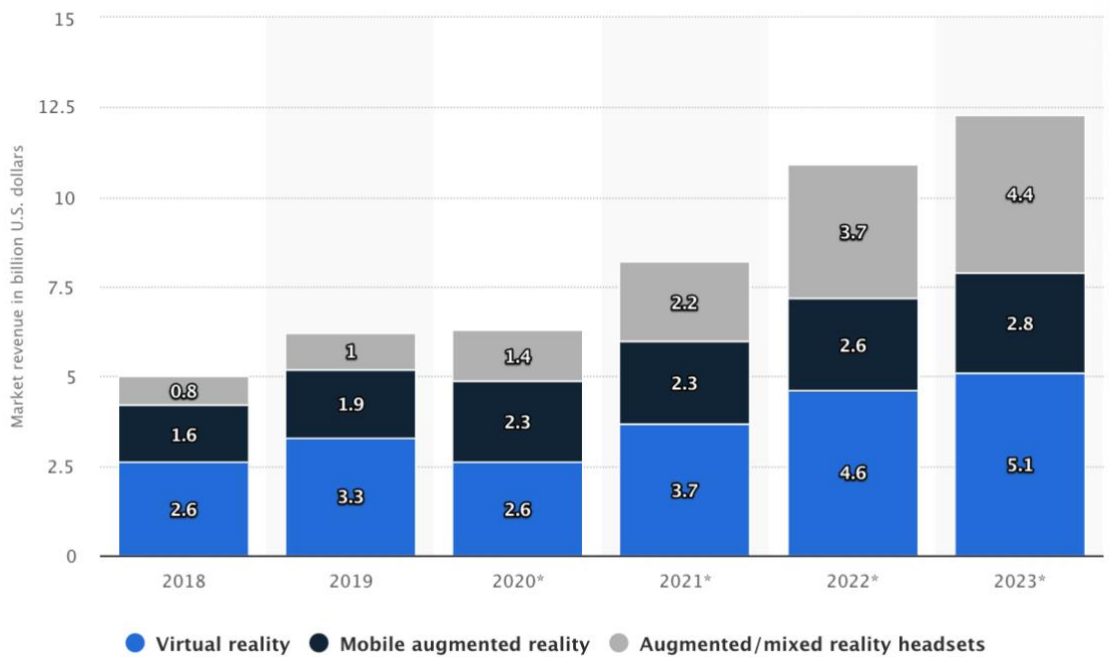
The reason why this thesis is written without commissioner is mainly because of the COVID-19 which affected on many companies financially. Since companies had to cut their costs, staff and operations, it was obvious that they didn't have resources to be a commissioner. As well the COVID-19 affected on my schedule of studies and work, I didn't have time to find a commissioner for the chosen topic.

7 Product

The product idea is designed to bring virtual environments into wildlife conservation and exploit the technology to enhance the customer experience. It is designed to use in mobile phones exploiting AR and VR headset to experience the virtual world. What is the marketing plan and how the product will be launch are presented along the product.

Since customer experience has become one of the biggest factors on companies' success and as defining what is customer experience in chapter 2, it is time to present how to implement that into the product. Every year billions of dollars are spent on efforts to measure and manage this factor and many new positions has born for because of this so-called phenomenon. To create compelling customer experiences and managing all the stages through the process is not an easy task to do. This phenomenon has also reached mobile industry as the mobile media and a collective habit to never leave home without phones have become integrated part of our everyday life. It has created own segment called mobile user experience. (Benz 2015, 11, 137)

When designing mobile user experiences, the way to do it is to design for the experience, not design the experience. It is important that the experiences are user-oriented considering the ever-changing contexts. Mobiles can provide enriched visiting experiences with the service information such as location, time, and other contextual information but the challenge is to integrate the concepts with other service contexts. In addition, around 5 billion people in the world has a mobile phone (Silver 2019) and prediction that consumer will spend on AR and VR technology around seven billion US dollars in 2020 (Statista 2020). All mentioned above support the chosen device to create the virtual experience on mobile phones. Figure 9 illustrates how the immersive technology consumer market has grown from 2018 and what is the prediction until 2023. (Benz 2015, 138.)



© Statista 2020

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Figure 9. Immersive technology consumer market revenue worldwide from 2018 to 2023, by segment (Statista 2020)

The product idea is to connect the virtuality into wildlife conservation. Based on the benchmarking of other organizations' exploit of virtuality, the product will be developed enhancing the features and usage. The concept is to combine gaming, traveling and doing good all at the same time. The game consists of nature environment with wildlife where are different stages to achieve. The game can be experienced through AR or VR environment like NatGeo provide in their app Wildlife Wow by Nat Geo or WWF in their Free Rivers app.

Instead of observing the virtual environment, user can build own conservation field where they can help wildlife in real life. All the equipment player purchase or areas they build, will happen in real life. This is an ultimate way of experience the educational and escapist experiences. This virtual world game transfer the user into totally different environment providing complete escape from the real world. The conservation work during the game such as building own conservation area or hiring and training own staff to protect the area educate the user. With the VR headset user can just be and observe the surroundings and views in beautiful African savannah watching sunset. This is a perfect way of experiencing the esthetic. The opportunity to travel for the destination is possible when the

player achieves specific stage in the game. In the destination they can witness all the achievement they have done for the wildlife conservation and enjoy their holiday with leisure time while experiencing the entertainment. The other source for revenue is advertising companies who share similar ethical values in the game.



Advertising

65% of the most popular applications are using advertising as a monetization method



Image 15. Advertising is one of the app-monetization methods (Shalan 2019)

What will ensure the engagement and the success of the product idea is supported by the game addiction. People are addicted to games for many reasons, but what is addicting them to play are the challenges in the game which are not too hard for player to quit. There are two types of games; no ending game with multiplayer and single player with clear goal or mission such as rescuing the princess. In AR mobile game player can observe the conservation area from a different angle and zoom closer to see the featured details (image 16). The idea is to build own conservation area alone or with other players and grow it. All the resources cost real money to purchase, but in this game they all happen in real life. (Psych Guides 2019.)



Image 16. Knightfall AR game (Kostadinov 2018)

7.1 Marketing plan

The SUCCESS formula identifies the essence of what makes a story stick in other's mind (Storyguide 2015). The aim with a story is to raise people's awareness of wildlife situation globally and offer them an innovative, effective and funny way to help. Plan is to attract people who are concerned of wildlife, want to do something good and participate the conservation and also people who are already playing mobile games. The simplest idea is; play while helping the wildlife. The unexpected for people is that the actions in game happens in real life as well and people can see their actual input. The credibility will be earned by updating on social media and on company's website updates and achievements of conservation work. The emotional bond will be formed because of the people's willingness to do good and contribute their part of helping wildlife.

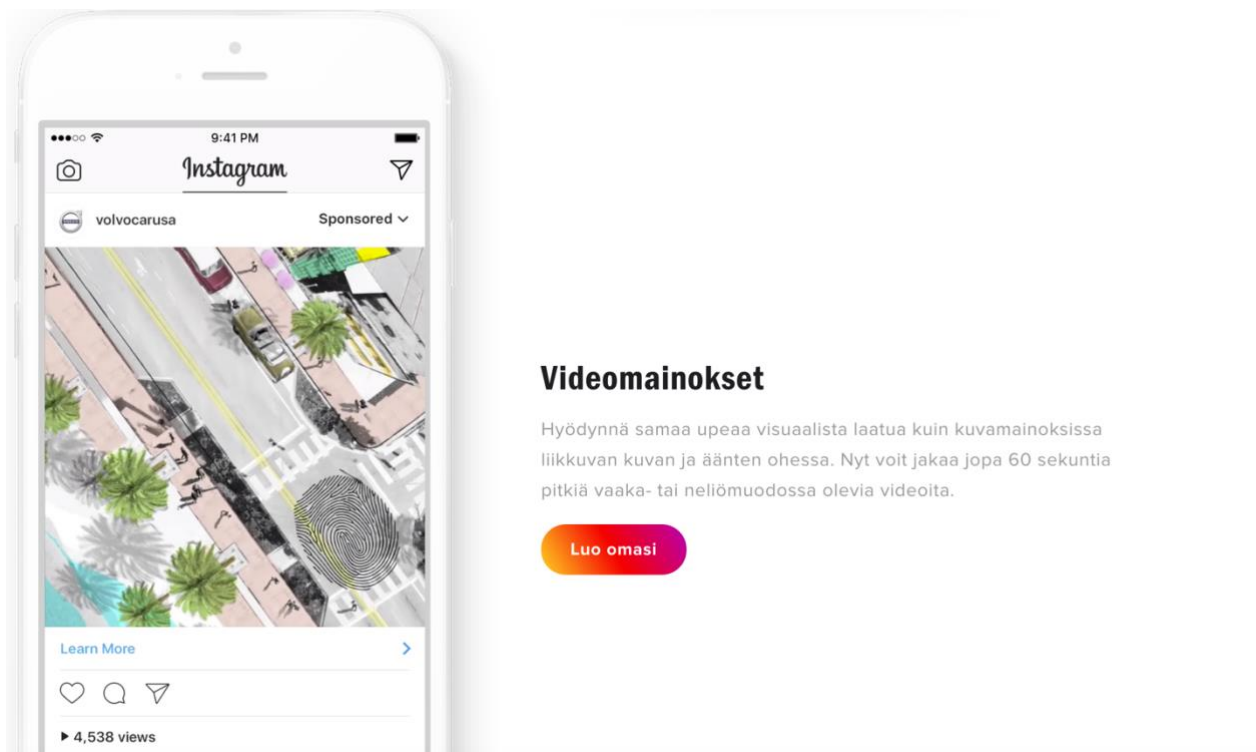


Image 17. Instagram video advertisement for businesses (Instagram 2019)

The goal is to reach player in global scale, but the specific target group are adults of 18-40 who has downloaded similar games (Clash of clans, Rush wars, Pokémon Go) and people who has downloaded wildlife welfare apps or follow them on social media. Based on the millions of downloads on games in app and play store and social media followers of wildlife conservation organizations, realistic goal to reach download for this app is 1 million and, in the future, it will be growing. Social media is important channel to market the app, because in there it is possible to reach the specific target group. Advertise videos of the game on feed would be the CTA plan (image 23).



Image 18. Draft of the CTA advertisement

CTA (call-to-action) is an image or line of text that prompts your visitors, leads, and customers to take action (Mineo 2019). Since it is not easy to identify the key performance indicators (KPI), measuring is important factor to ensure the impact of marketing content. (Goliger 2015.) The indicators of measure the advertisement result are the number of downloads of game and revenue in the game. Revenue come from the purchase of equipment during game. The 1 million revenue prediction is based on how much other games are making which is dozens of millions. See the Figure 15 which illustrate the growing market of mobile game. (ZDNet 2019.)

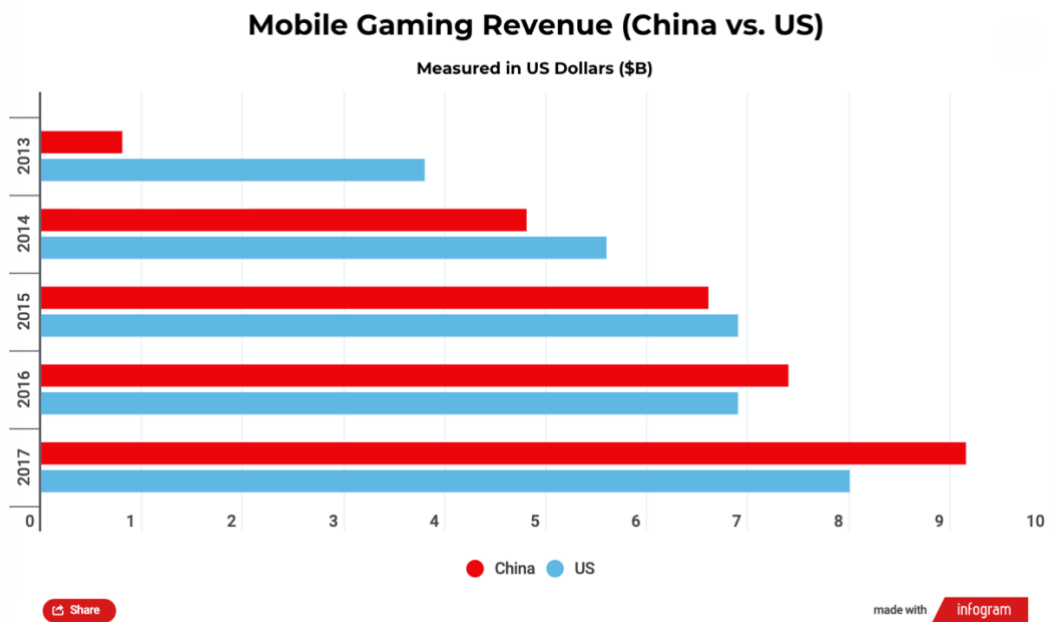


Figure 10. Mobile gaming revenue growing every year (Shaan 2019)

Within a week of purchasing phone, over 60% of people download a game onto it, and aside from social media and shopping apps, 50% of mobile app users play games. These are huge amounts in mobile gaming market. In Figure 16. illustrates the mobile genre trends in Android in 2017. In the first place is casual games with the 59%. The action is 4th with 35% and strategy 16% on the 6th place and these are the segments my game is aiming to be.

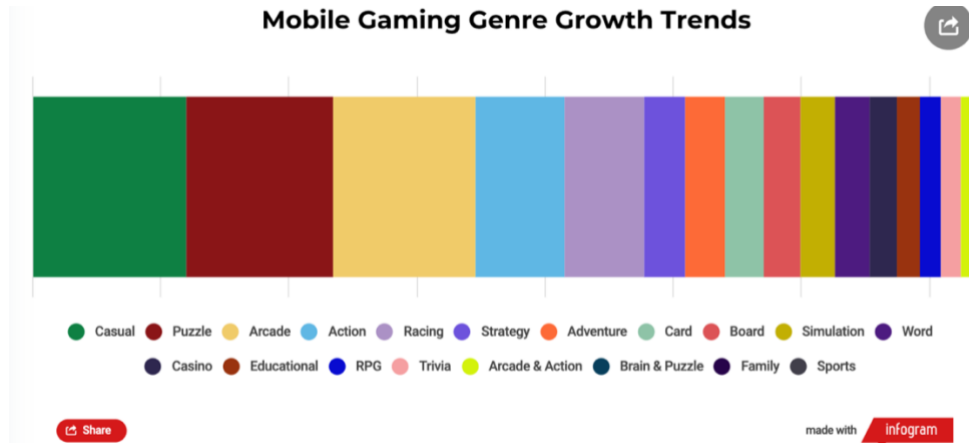


Figure 11. Mobile gaming trends in Android (Shaan 2019)

7.2 Brand activation

The other chosen method to market the product is to organize a launching event for brand activation. Brand activation is the seamless integration of all available communication means in a creative platform in order to activate consumers (Brandbase 2019). The purpose is to shift the focus to the core of marketing by stimulating the buying process. This brings the consumer from a passive to an activate state to buy and rebuy. Brand activation consists of three important tools which are sales promotions, point-of-purchase communication and brand experience. (Brandbase 2019, De Pelsmacker 2013, 374)

Brand experience is the most powerful instrument to activate consumer. Brand experience can be delivered by the product itself or communication tool, but strong results come when brand experiences are related to the brand promises. Bringing the brand's spirit to life, the brand's promise becomes more acceptable and credible and this is brand activation. This is the way to stimulate brand interactions and enhance consumers' engagement, making brand purchase and possible repurchase. (De Pelsmacker 2013, 404.)



Image 19. Demonstration image of the event (Ma Si 2016)

Brand experience serve diverse objectives: brand attention, brand comprehension, brand image, purchase and brand relationship. To create attention, brand experience has to be sure the experience is closely linked to the brand and having a strong brand experience increase usually brand awareness and brand recall. This also leads to increase brand comprehension by making brand's promise tangible. Therefore, it empowers a positive brand image leading more sales and creating loyal customers and strong brand relationships.

Table 2. Decomposing brand experience in different experiential dimensions (adapted from De Pelsmacker s.a.)

EXPERIENTIAL DIMENSION	DESCRIPTION	EXAMPLES OF BRANDS
SENSE	Creating sensory experiences through sight, sound, touch, taste and smell.	Apple, The Body Shop, Ferrari, BMW, Victoria's Secret
FEEL	Creating affective experiences which vary from positive moods to strong emotions. These experiences appeal to inner feelings and emotions.	Disney, Starbucks, Victoria's Secret, Harley Davidson
THINK	Appealing to the intellect by engaging consumers in analytical and imaginative thinking experiences	Lego, Apple, Sudoku
ACT	Showing alternative ways of doing things by stimulating behavioural experiences enriches customers lives	Puma, Nike, Adidas

To activate brand, marketers should reach the consumers' five senses: sense, feel, think, act and relate. Consumers become conscious of products, brands and marketing actions by their senses so instead of mass communications or store atmospherics, marketing should be done in a personal, preferably interactive way. Now the importance of sensorial marketing is generally acknowledged even though it was ignored for a long time. For instance, smelling a freshly baked bread makes us feel buy one even though we are not hungry, or we are on a diet avoiding carbs or we want to touch the product before buying to just make sure it feels good. Making the interaction between the company and customer easy creates and strengths better relationship between them making customer emotionally engagement. (De Pelsmacker 2013, 404.)



Image 20. Demonstration image of the event (Chang 2015, photo by Ratchliffe)

During the product's launching event the product's brand will be activated by fulfilling customers' experiential dimensions. While the customers are playing and exploring the virtual world of wildlife they can see and hear the sound of wildlife. The experience will appeal customers' inner feeling of willingness to help. The game provide another way of act to help wildlife and play games which enrich customers lives. To stimulate customers' sight the venue is designed with game and wildlife theme and snacks and drinks will be available to fulfill the taste.



Image 21. Demonstrating image of the event venue (VeeR VR 2017)

8 Conclusion

The final chapter of this thesis summarize the entire process together and present the learning outcomes and development suggestion for the NPOs.

8.1 Thesis process

Thesis topic wasn't my first choice of writing this thesis. Before the COVID-19 I was doing my internship at event company and my plan was to do my thesis for them. However, since the corona virus shut down the whole industry and almost the whole world and ended my internship, I had to re-think the topic again. I also needed to change my plan from graduating early which gave me more time to think through what I really want to write my thesis about. I started to think my whole studies and learning outcomes starting from the first semester until that day and crystalized what I really want to write about. I realized how much I have learned and how much I can utilize my learnings to my own interest which is wildlife conservation. During my first year before my major studies in event management, I had courses related to tourism and traveling which linked to the wildlife through responsible tourism. Through my whole studies I had wildlife conservation in the back of my mind, and I make the most of every course I did to utilize my learning for what I really want to do. During my course in Digital experience design I started the process of my product idea.

After deciding the thesis topic, I needed to analyse my resources. I started my thesis process on summer 2020, but actual writing I started during August 2020. I was working full-time while writing my thesis which did slow down a bit of my progress, but I still manage to write it on time and end the process on November 2020.

8.2 Learning outcomes

Learning outcomes were the biggest results for me although the product is in idea even and not executed. Since the product idea consists of many aspects such as CX, CX in virtual reality and in wildlife conservation I learned so much from different field while writing my theoretical framework. In addition to customer experience, I also learned how NPOs work, especially in the field of wildlife and how people can involve for the cause. I was excited that I found new interest and passion alongside with wildlife conservation and event management which is customer experience and virtual reality technology. This crystalized in what field I want to work in the future and what is my direction for my career.

When doing the benchmarking, I was amazed how little the chosen NPOs exploit the virtual reality technology in their work. As I mentioned earlier, the findings and research were based on search engine, each NPOs' website, AppStore and Google Play. Because of that, I can't make the statement that they don't exploit VR technology at all since I don't have the knowledge of their organization operations extremely well nor visit to their offices or interviewed any staff. However, what I could say since doing my research, considering me as a prospect, I should have found some results if they did exploit VR technology. Since the VR is able to inspire emotional stimuli and affect people's emotions, marketers should take full advantage of the technology. Some brands have already used the technology and companies are beginning to realize the vast potential. These finding from theoretical framework of virtual reality supported my product idea and based on that I developed the experience around it.

While writing the product idea, I was able to bring my learnings from brand activation and experiences which helped me to design the product's launching event. I utilize my learnings from event management studies to create the concept of the event and implement the brand experiences and implement Pine & Gilmore (1999) 4Es in the product's features.

Based on thesis findings I would recommend NPOs to exploit the VR technology and invest in it if they haven't already. VR is the world we are living now and exploiting the technology could improve the conservation work making it more effective and to provide modern and better customer experiences.

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Appendices

Appendix 1. Data analysis of NPOs

WWF	
GENERAL	
Founded	1961
Location	Headquarter in Gland, Switzerland. Operate more than 100 countries on 6 continents
Language	50 >
Supporter	5M>
Worth	2018 \$375M
SOCIAL MEDIA FOLLOWS	
	11 October 2020
Facebook	2,9M
Instagram	3,6M (@world_wildlife)
Twitter	1,4M (@wild_wildlife)
YouTube	41,6k
MARKETING CHANNELS	
Website, Newsletter, tv, radio, lehti jne	Website in many different language (www.wwf.org), newsletters, tv commercial, blog, newsroom
Current campaigns	#StopGhostGear (campaign against plastic in the ocean), #Together4Forests (campaign against EU-driven deforestation), #ProtectWater (campaign to protect all the EU's water resources), and multiple other campaigns in different countries
SERVICES	
Conservation	To protect natural resources globally: forests, rivers, ocean, climate, food and wildlife.
Donation channels	Website, phone, mail, wire transfer, donor advised fund
Donation amounts/prices	\$10, \$15, \$20, \$25, \$50, other
Donation time period (monthly, one time)	Monthly, one-time
Payment method	Credit Card, Bank Account Withdrawal, Paypal
Other products	Webshop
Otherways of support	Adopt an animal, become a partner in conservation, webshop products, fundraise campaigns, leaving a legacy, WWF Bank of America credit card, WWF Personal checking Account, Amazon Smile
Donation usage	78% goes to charitable activities
OPERATIONAL MANAGEMENT	
Contact possibilities	Email, phone, social media, personal contact information in each countries website
Active with updates	Active social media posts and website content posts e.g. blog, news
Steps to donate (easiness)	3 steps, address required
Website visuality	Lots of pictures, informative headlines, latest news, clear message of mission
Exploit of VR	Run Wild with WWF, AR App to explore WWF rivers

NRDC	
GENERAL	
Founded	1970
Location	Headquarters in New York, other offices in Washington, San Francisco, Midwest, Santa Monica, Northern Rockies and Beijing and operates in US, Canada, China, India and Latin America
Language	English, spanish
Supporter	3M>
Worth	2018 \$351M
SOCIAL MEDIA FOLLOWS	
	11 October 2020
Facebook	917k
Instagram	306k (@nrdc_org)
Twitter	340k (@NRDC)
YouTube	23,6k
MARKETING CHANNELS	
Website, Newsletter, tv, radio, lehti jne	www.nrdc.org, social media, NRDC media center, newsletter
Current campaigns	Campaign against Trump's offshore drilling plan, Save the Arctic national wildlife refuge, Opposing Trump's "Extinction Plan"
SERVICES	
Conservation	The wild, climate change, health, communities, oceans, energy, water, food
Donation channels	Website, phone, mail
Donation amounts/prices	Variety options starting from \$10 > other
Donation time period (monthly, one time)	Monthly, one-time
Payment method	Credit Card, Bank Account, Paypal
Other products	None
Otherways of support	Honorary gifts, Gift Membership, Estate Planning, Donor-Advised Funds, Gifts of Stock, Sales/Event Proceeds, Earthshare Workplace Giving
Donation usage	
OPERATIONAL MANAGEMENT	
Contact possibilities	Email, social media
Active with updates	Active social media posts, website content
Steps to donate (easiness)	3 steps, address requires
Website visuality	Lots of pictures, informative headlines, latest news, clear message of mission
Exploit of VR	None

Soldiers for Wildlife

GENERAL

Founded	2017
Location	New York, operates in South Africa and in Zambia
Language	English
Supporter	
Worth	

SOCIAL MEDIA FOLLOWERS

	11 October 2020
Facebook	2,2k
Instagram	8,5k (@soldiers_for_wildlife)
Twitter	284 (@SFC_ANTIPOACH)
YouTube	

MARKETING CHANNELS

Website, Newsletter, tv, radio, lehti jne	www.soldiersforwildlife.org, social media, newsletter, updates on website
Current campaigns	To raise \$2.5M for a conservation/community uplifting project in Zambia (2020), To raise \$1,2M to purchase private land for endangered species (2019)

SERVICES

Conservation	To protect Africa's most endangered wildlife
Donation channels	
Donation amounts/prices	\$5, \$10, \$25, \$50, \$100, \$250, \$500, Custom Amount
Donation time period (monthly, one time)	One-time, Monthly. For ranger sponsor monthly, quarterly and annually
Payment method	Card, Bank Transfer
Other products	Webshop
Otherways of support	Webshop Products, Corporate Partner, Sponsor a Ranger, Brand Advocate
Donation usage	100% to the conservation

OPERATIONAL MANAGEMENT

Contact possibilities	Website, phone call, email, social media
Active with updates	Website posts not active, active in social media
Steps to donate (easiness)	3 steps without address information
Website visibility	Lots of pictures, videos, informative headlines, clear message of mission, not active
Exploit of VR	None

NatGeoSociety

GENERAL

Founded	1888
Location	Headquarters in Washington DC
Language	English
Supporter	
Worth	Brand worth is \$1 billion (2015)

SOCIAL MEDIA FOLLOWERS

	11 October 2020
Facebook	46,7M
Instagram	145M (@natgeo)
Twitter	24,5M (@NatGeo)
YouTube	15,4M

MARKETING CHANNELS

Website, Newsletter, tv, radio, lehti jne	www.nationalgeographic.org, social media, TV channel (National Geographic Channel), Magazine, blog, newroom, social media, apps,
Current campaigns	Big Cats Initiative (project against poaching against big cats), Labs (project to secure a planet in balance), Last Wild Places (to protect and restore some of the last remaining wild landscapes on the planet), Plastic: Sea to Source (solutions to keep plastics out from the ocean)

SERVICES

Conservation	Support research, exploration, and conservation globally
Donation channels	Website, phone, email, Facebook
Donation amounts/prices	\$25, \$35, \$100, \$250, \$500, \$100, other
Donation time period (monthly, one time)	One-time, Monthly
Payment method	Credit Card, Paypal
Other products	Webshop (shopdisney.com, nationalgeographic.com)
Otherways of support	Leave a Gift in Your Will, Grants program, Gifts that pay you back, retirement and other assets, join the grosvenor council, honor/memorial giving, employer matching gifts, IRA rollover, gifts of stock, corporate partnership, foundation partnerships
Donation usage	30% of profits go to conservation, 100% of donations to conservation programs

OPERATIONAL MANAGEMENT

Contact possibilities	Website, social media, phone, email
Active with updates	Active in social media posts and website content e.g. blog, news
Steps to donate (easiness)	3 steps, address required
Website visibility	Lots of pictures, informative headlines, latest news, clear message of mission
Exploit of VR	Wildlife Wow by Nat Gep App, VR 360 videos

WCS

GENERAL

Founded	1895
Location	Headquarter in New York Bronx; operate in 60 countries (Africa, Asia, Ocean, The Americas), across the ocean and in 4 New York zoos and aquarium
Language	English
Supporter	
Worth	

SOCIAL MEDIA FOLLOWERS

	11 October 2020
Facebook	414k
Instagram	231k (@thewcs)
Twitter	55k (@TheWCS)
YouTube	26,7k

MARKETING CHANNELS

Website, Newsletter, tv, radio, lehti jne	www.wcs.org, monthly newsletter, WCS Newsroom & Blogs, social media, press posts e.g. Forbes, Washington Post, strategic partnership and marketing platforms possibilities
Current campaigns	96 Elephants (campaign against ivory trafficking and elephant kills), Give a Sip (campaign against plastic straws), Natural Security (campaign to protect wildlife, food and beverge), WCS Wildlife Advocate program


SERVICES

Conservation	Wildlife crime, climate crisis, habitat destruction, health, communities, protected areas, education, science
Donation channels	Website, Facebook, Zoos
Donation amounts/prices	\$25, \$50, \$100, \$250, \$500, \$1000 and other (minimum payment \$5)
Donation time period (monthly, one time)	One-time, monthly
Payment method	Credit card, PayPal
Other products	Zoos
Otherways of support	Multiple ways of giving such as outright gift of cash, donor advised fund, gift in your will or living trust, outright gift of appreciated securities, life insurance etc.
Donation usage	

OPERATIONAL MANAGEMENT


Contact possibilities	Website, social media, phone call
Active with updates	Active with social media posts daily /Facebook, IG) to monthly (YouTube)
Steps to donate (easiness)	3 steps, address required
Website visibility	Lots of pictures, informative headlines, latest news, clear message of mission, visibility and sturcture of website not the best one, doesn't seem professional
Exploit of VR	None, not working on their website

Appendix 2. Welcoming letter from WWF

 WWF Suomi
Lintulahdenkatu 10
0000500 HELSINKI
Tukijapalvelu, ark. 9.00-16.00

Tukijapuhelin: 040 192 3112
Sähköposti: tukija@wwf.fi
Vaihde: (09) 7740 100

4.9.2020


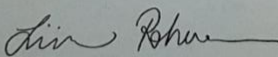
He 
tervetuloa WWF-kummiksi!

Todella hienoa, että päätit tulla mukaan tukemaan työtämme tärkeän asian puolesta. Toimintamme rahoituksesta merkittävä osa tulee yksityisiltä tukijoilta. Ilman teitä moni luonnonsuojeluhanke jäisi toteuttamatta. Juuri kummit, meidän säännölliset tukijamme, mahdollistavat pitkäjänteisen ja tuloksellisen työmme. Kiitos siitä.

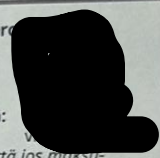
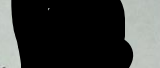

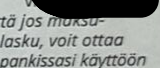
Oheisessa liitteessä kerromme enemmän kummikohteestasi: mitkä ovat vakavimmat uhat tällä hetkellä, mitkä ovat suojelutyömme tavoitteet ja keskeisimmät ratkaisut sekä mitä olemme saaneet jo aikaiseksi.

Tulet saamaan kuukausittaisen WWF:n uutiskirjeen lisäksi sinulle hyödyllisiä kummiuutisia, jos olet antanut sähköposti-osoitteesi. Jos et, se kannattaa ilmoittaa saman tien tukijapalveluumme. Pyrimme vähentämään paperinkulutusta siirtymällä yhä enemmän sähköiseen kummiviestintään. Sinulla on mahdollisuus lukea myös WWF-tukijalehtesi sähköisesti osoitteessa: wwf.fi/lehti. Paperinen lehti tulee sinulle kummietuna neljä kertaa vuodessa automaattisesti, ellet muuta ilmoita. Tukijapalvelumme on sinua varten, jotta asiat sujuvat toivomallasi tavalla. Älä epäröi olla yhteydessä!

Toivon, että kummissuhteemme jatkuu pitkään ja saat olla ylpeä yhteisistä saavutuksistamme!

 Ystävällisin terveisin,

WWF Suomi
Liisa Rohweder
pääsihteeri

PS Tarkistathan, että tietosi ovat oikein ja ilmoita mahdollisista muutoksista tukijapalveluumme, sähköpostilla tukija@wwf.fi tai puhelimitse 040 192 3112. Vastauksia usein kysytyihin kysymyksiin löydät lisäksi osoitteesta wwf.fi/tukijapalvelu

Kumminumero: 
Tukisumma: 
Maksutapa: 
Veloituspäivä: 

Muistathan, että jos maksutapanasi on e-lasku, voit ottaa helposti verkkopankissasi käyttöön e-laskun automaattisen maksamisen, jolloin sinun ei tarvitse käydä erikseen hyväksymässä maksua joka kuukausi!

Hei luonnonystävä!

WWF:llä on tapana lähettää kaikille uusille kummeille WWF-pinssi. Valitettavasti kaikki pinssit ovat kuitenkin tällä hetkellä loppu, sillä meillä on ollut vaikeuksia toimitusten kanssa. Jos haluat WWF-pinssin itsellesi, otathan yhteyttä tukija@wwf.fi tai soita tai viestitä numeroon 040 192 3112, niin lähetämme sinulle pinssin heti kun saamme niitä lisää.

Ystävällisin terveisin,
Tukijapalvelu
WWF Suomi



Fakta 2020

WWF

"Tämä on koko perheemme yhteinen juttu."

Piia Kukkamo,
WWF-yleiskummi

Rakennamme tulevaisuuden, jossa ihmiset ja luonto elävät tasapainossa. Suojellemme luontoa ja ratkaisemme maapallon vakavimpia ympäristöongelmia innostamalla ihmiset mukaan muutokseen.

Uhat

Ylikulutus on yksi maapallon vakavimpia uhkia: kulutamme maapallon resursseja paljon enemmän kuin se pystyy tuottamaan. Luonnonvarojen kulutuksen seurauksena maailman luonnon monimuotoisuus on vähentynyt. Tämä on tarkoittanut monien lajien ja niiden elinympäristöjen katoamista. Esimerkiksi maapallon selkärankaisten villieläinten populaatiot ovat pienentyneet keskimäärin 60 prosenttia vuosien 1970 ja 2014 välillä.

Ilmastonmuutos, vesistöjen rehevöityminen ja öljyjonnettomuuden uhka, metsäluonnon ja perinnemaisemien luonnon monimuotoisuuden heikkeneminen ja nopeasti leviävien vieraslajien yleistymisen ovat suurimmat ympäristöhaasteet kotimaassa.

Ratkaisumme

Ihmisten toiminnan ympäristövaikutuksia on pienennettävä. Jotta sekä luonto että ihmiset voisivat paremmin, tarvitsemme luonnonvarojen oikeudenmukaista hallintaa sekä kestävämpää tuotantoa ja kulutusta.

Marraskuussa 2016 voimaan astuneen Pariisin ilmastopöytäkirjan mukaan ilmaston lämpeneminen on rajoitettava 1,5 celsiusasteeseen. Tehokkaimmat keinot ovat energian säästö ja energiatehokkuus, uusiutuvien energiamuotojen käytön lisääminen sekä metsäkadon pysäyttäminen.

Luonnonsuojelualueita pitää laajentaa maailmanlaajuisesti sekä maalla että merellä. Luonnonvaraisia eläimiä on suojeltava salametsästykseltä, ylikalastukselta, elinympäristöjen tuhoamiselta, ympäristömyrkyiltä ja ilmaston lämpenemiseltä. WWF yhtenä maailman vaikuttavimmista ympäristöjärjestöistä pystyy vaikuttamaan päätöksentekoon poliittisissa neuvottelupöydissä ja asiantuntijaryhmissä sekä toimimaan tehokkaasti kenttähankeissa eri puolilla maailmaa.

Yhdessä...



...käytämme luonnonvaroja kestävästi.



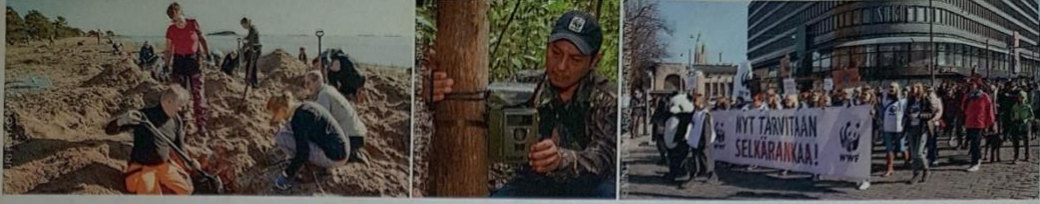
...laitamme kasvihuonekaasupäästöt kuriin.



...laajennamme suojelualueita.



...vaikutamme poliittisiin päätöksiin.



Otamme ihmiset mukaan

- Vuosittain sadat vapaaehtoiset auttavat luontoa mm. kunnostamalla uhanalaisia perinneympäristöjä WWF:n talkooleireillä.
- Vapaaehtoisiin öljyntorjuntajoukkoihimme kuuluu jo noin 9 500 suomalaista.
- Innostamme kuluttajia ympäristöystävällisempään kuluttamiseen tuottamalla tietoa paremmista valinnoista esimerkiksi Kala- ja Lihaoppaidemme avulla.
- Yhdessä meissä on voimaa: maailmanlaajuiseen Earth Hour -ilmastotempauksemme osallistuu vuosittain lähes pari miljardia ihmistä, tule sinäkin mukaan!

Teemme yhteistyötä yritysten kanssa

- Kannustamme yrityksiä kehittämään liiketoimintansa vastuullisuutta, ja toimimme yhteistyössä yritysten kanssa suojelutavoitteidemme saavuttamiseksi. Yritykset tukevat suojelutyötämme esimerkiksi lahjoitusten ja royaltty-yhteistyön avulla sekä viestinnällä ja kampanjoilla.
- Edistämme ja olemme mukana kehittämässä vastuullisuudesta kertovia sertifikaatteja. Näitä ovat esimerkiksi palmuöljyn RSPO, kalastuksen MSC, kalankasvatuksen ASC ja metsätalouden FSC.
- Opastamme työpaikkoja toimimaan ympäristövastuullisesti WWF Green Office -ympäristöjärjestelmän avulla.

Vaikutamme päätöksentekoon

- Olemme mukana kaikissa merkittävimmässä kansainvälisissä ilmasto- ja ympäristökokouksissa vaikuttamassa niiden lopputulokseen.
- Suomessa vaikutamme muun muassa lakien valmisteluun ja hallituksen ohjelmiin. Meillä on hyvät yhteydet moniin vaikuttaviin sidosryhmiin, kuten politiikan ja talouselämän päättäjiin.

Toimimme kentällä

- Kehitysyhteistyöhankkeissamme torjumme metsäkatoa, tuemme salametsästyksen ja laittomien hakuiden vastaisia partioita ja koulutamme paikallisia tekemään itse suojelutyötä.
- Vapaaehtoisemme kolaavat apukinoksia saimaanorpille vähälumisina talvina.
- Poistamme talkoilla vaelluskalojen kutuesteitä ja kunnostamme niille uusia kutualueita yhdessä paikallisten ihmisten ja muiden toimijoiden kanssa.
- Luonto lautasella -koulukiertue lisää ymmärrystä ruuantuotannon ja ruokavaliomme vaikutuksista ihmisen monimuotoisuuteen ja kannustaa nuoria vaikuttamaan esimerkiksi kouluruokaan. Edellinen kiertue tavoitti yli 40 000 oppilasta.

Yhdessä onnistumme

Pelastimme merikotkan
sukupuuton partaalta.

Erittäin uhanalaisten
tiikerien määrä on
vihdoin kasvussa.



Suojelemme luontoa ja ratkaisemme ympäristöongelmia luonnon ja ihmisten hyväksi.

together possible. wwf.fi



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@LiisaRohweder



wwf.fi/uutiskirje



wwf.fi/kummiksi

wwf.fi/yritykset

Tykkää, seuraa, jaa ja vaikuta.